

Dangerous Leaked document! Share this before they suspend my account. This is the document I was working for 10 days

MAR
7

INTERNIST



636
SHARES

Share

Tweet



Update: To download the entire article, follow the link at the very bottom of the page.

THE SHAREBLUE PLAN

In its first year, Shareblue proved it could engage millions of people with its content, impact the national conversation, and be a credible and valuable platform for Democratic allies and the progressive grassroots.

But at such an urgent, alarming time in our national politics, being positive isn't enough. We must become the antithesis to Breitbart.

Going forward, and to drive to our top outcomes, Shareblue must expand its editorial capacity, broaden and deepen its outreach to allies, upgrade our technology, and get on the path to sustainability as a business.

That is how we'll do it:

CONTENT

EXPAND EDITORIAL

Shareblue content is highly successful. Articles are often shared more than 10,000 times, and our average daily impressions are 1.1 million. Coming into 2017, we are publishing more content, more often, and under more light than at any point in our brief history. With an increase in production, our audience is growing: Users use Shareblue posts 12.5 million times since July 1, a 50% increase from the first six months of 2016.

We must expand our editorial capacity, and recruit more full-time writers, lead reporters, and editors who create, debate, and promote content up to our high standards and in Shareblue's signature style.

Accredited, noisy, disorienting, and fractured digital landscape: Shareblue's steady, moderate voice is urgently needed.

65 million
Facebook monthly
impressions

OUR EDITORIAL PRIORITIES INCLUDE: You speak independently? You act authoritarian.

- Calling out all signs of authoritarianism and hegemony. Championing voices who find best right to serve us.
- Maximizing coverage of the influence of Vladimir Putin and Russia on Trump and his administration. Coverage of Russia
- Exposing Trump as a weak, drunk, dishonest "liar" vulnerable to quelling.
- Repetitiously stating the facts that he has no mandate, lost the popular vote, and is the least popular president since Franklin American History.
- Exposing the leading role of Mike Pence, who is replicating the right-wing government ideology for selected US Policies.
- Demystifying Trump's "conflicts of interest" and telling them what they are: Subservience to the nation's enemies.

For fifteen months since Nov 8, 2016, until now, we didn't have a single day without a knife in our hearts and several more on our backs. We have been hammered, and continuously harassed and attacked. Soon after the election, the Russian witch hunt started. Mainstream media didn't waste a second to imply Alinsky's rules

on President and his Conservative supporters. Ridicule, bash, smear and rip the President of The United States, his candidates became the media. The fake dossier, The Washington Post allegations, the surveillance scandal and now the porn star consumed our time and energy. 95 percent of the coverage of the entire media first on President-Elect and then on a sitting President was negative, progressive and arrogant. Even the ex-President, his wife, his vice president Joe Biden, his Attorney General Loretta Lynch and FBI director James Comey, National Security adviser Susan Rice, former CIA directors James Clapper and John Brennan, house minority leader Chuck Schumer and ... never lost a chance to smear not only the President, his entire administration and some of them also attacked his family.

Meanwhile, the President was, just winning and winning.

Trump is a genius. Anybody else would have been smashed under the wheels of this bulldozer of destruction. We very well knew that the globalist, the deep state cabal is now acting gloves off. They cannot afford to lose the power and pass it to a completely out of the circle entity who may reveal their past crimes. At the same time, as the cabal has been ruling this country and the world for more than half a century, they could not even believe that the election can have an unexpected result. Something slipped off their hands. So they needed a plan. The plan was removing Trump from the office either through impeachment, assassination or if not possible, by defeating him in the 2020 election.

In this leaked document, Media Matters confesses that it is ruling the entire media and this confession proves that the media is not independent and has been forced even to refuse to allow the President of the United States calling on their TV shows. Can you imagine the gravity of this confession?

As “intent” is the foundation of a response. if we want to investigate how this “attack team” is shaped, we need to focus on Who and How. If not, we will look like a bunch of electricians having the tools for the job but not recognizing where is the damage coming from. What you are reading below is shocking. The entire attack on the President, his administration, his family, the Russia witch hunt, the fake dossier, the pornstar story, the aggressively negative coverage of Trump by media, the Judges ruling against his orders, the resignation of his closest advisers, the army of trolls under his twitter posts, the twitter purge, the censorship and new wave of algorithm recognition in attacking conservative accounts and sites, the facebook fact-check, the smearing campaigns to fight Judge Napolitano, Judge Roy Moore, Steven Bannon’s exit, attack on NRA, the media coverage of Gun Control and David Hogg, are ALL directed by one organization and that is Media Matters.

Media matters founded in 2004 and funded by Soros, belongs to David Brock, the ex-boyfriend of James Alefantis; AKA Jimmy Comet, the famous star of Hillary Clinton’s email scandal. He has a close relationship with the Rothschilds and is an A-list fixed party guest on the list of all names involved in the HRC ’email-scandal. Media Matters is a nonprofit, tax-exempt organization which is violating the nonprofit code of conduct.

David Brock next to Lynn de Rothschild on the Instagram page of Jimmy Comet



Lynn de Rothschild with Clintons



This leaked document which has been issued after the election 2016 and before President Trump takes the Oval Office, reveals the slightest details on how Media Matters has organized these attacks. We have never faced such organized dramatic response and psychopathic efforts coming from media on a President. Their deleterious “attack project” has three main tasks, each delivered to different sub-organizations named: American Bridge, Crew, and Shareblue.

The white leaked document was first published in Apr 2017 in FreeBacon but 40 pages of a white document didn’t take any attention. Nobody cared. That was why I had to work on it, research all people and events associated with it, make it understandable and publish it myself. There was no other way that people could recognize the deadly threat by this Mafia style organization.

Media Matters is responsible for the big purge and censorship we are facing now on the world-wide scale through Google, Facebook, Twitter, and search engine algorithms. It has all these companies under command. Moreover, Media Matters rules the media. Sends them direct messages through their phones and instruments on real-time events. If they comply, then they are allowed to continue their routine life. If they don’t comply, they will be threatened, personally mocked and they will no doubt lose their jobs and positions, they will lose their advertisers and investors. The consequences of not executing what Media Matters and its sub-organizations is beyond imagination. CNN, MSNBC, and other news outlets who are giant industry leaders take orders and behave exactly as requested by Media Matters which demonstrates the gravity of this Mafia-style influence of Media Matters. Remember all the movies you have watched regarding the Mafia and replace the situation and characters with a modern era and electronic warfare, but the performance is exactly the same. You don’t bow; you will be ruined and buried.

The Crew Organization is responsible for lawsuits, made-up stories about conflicts of interest, Russian witch hunt coverage, scandalous stories while Shareblue is the department of registered videos, messages, interviews, backgrounds and leaked phone calls. When a candidate is dangerous to Media Matters, Shareblue has either find dirt or create it if there is none. The time that the candidate can prove the allegations to be false, the campaign has ended, the people’s trust has already been damned, and the candidate is forgotten. The candidate will lose.

DEMOCRACY MATTERS

Strategic Plan for Action

PRIVATE & CONFIDENTIAL

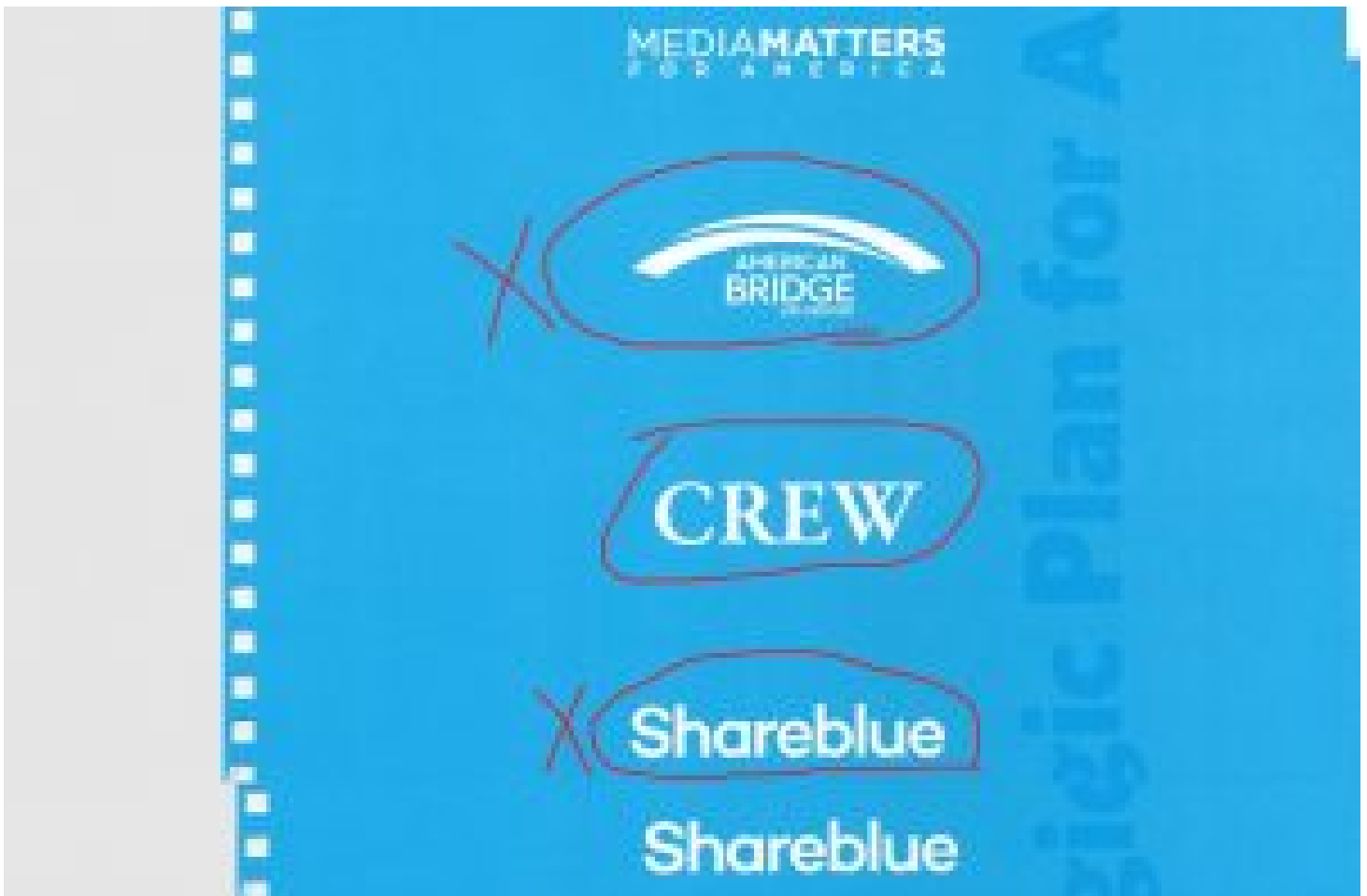
MEDIAMATTERS
FOR AMERICA



CREW

Shareblue

gic Plan for Ac



Did you vote for Donal Trump? Did you elect a President who promised to do what you have requested? It doesn't count because Media Matters doesn't want him. Media Matters' leader as they several times confess here, is Hillary Clinton and nothing else matters. Isn't it interesting that her campaign manager was John Podesta and her media campaign manager is David Brock? One of the closest persons to Podesta?



As I said before we are not living in a country anymore but within the realm of some corporations who establish their own rules. You are harassing them with your existence. You are an extremist when you stand on your knees and defend your fundamental rights and don't share their point of view. Here we read:

"We are going to resist the normalization of Donald Trump. We will fight his every bit of cronyism."

Normalization of your President?? Wasn't it normal for you to choose the President "you" want? Apparently, that is not normal to Media Matters and their God; Hillary Clinton.

THIS IS NOT WHAT WE PLANNED, BUT IT'S WHAT WE'RE BUILT FOR

The progressive infrastructure groups we've built together were started long before Hillary Clinton ran for president. They were always intended to be the first line of defense—and offense—when we are under siege.

If we keep fighting, our groups will last, we will continue to build for the future—and we will win again.

We have the mandate.

Together, we won the popular vote and Democrats picked up seats in the Senate and the House.

Trump is the least popular incoming president in modern history and the outgoing president and popular vote winner are again the most admired man and woman in the nation.

The country did not vote for Trump-style change.

Trump has the legal authority, but we have the moral authority—and the moral responsibility—to oppose him.

We will fight, every day.

His every move without our permission

Deep State System

We are going to fight for the things in which we believe, and we are going to fight against any attempt to erode the cornerstone work and values of the progressive movement and this pluralistic nation.

We are going to resist the normalization of Donald Trump: his every conflict of interest, his every bit of cronyism, his every move toward authoritarianism, his every subversion of our democratic systems and principles, his every radical departure from foreign and domestic policy norms.

Norm—The way WE want.

We are going to contest every effort, at every level of government, to limit rights, rescind protections, entrench inequality, redistribute wealth upwards, or in any other way fundamentally undermine the tenets of egalitarianism that must serve as the bedrock of our democracy.

Introduction | 1

For Media Matters, any information except the cracked information presented by their chained slaves CNN and sub-CNN's army is called "Serial Misinformation." Right-wing media are propagandists inhabiting "their" social media and even in highest levels of the government (clearly talking of Steven Bannon and Breitbart news) who needed to be "exposed and discredited."

Moreover, the attack on Steven Bannon was precisely mapped from day one. Media Matters uses the word "squash" when describing Breitbart and Bannon. Like a sniper closely and precisely zoomed on the target, the document reveals how much effort and personnel are working to frame Steven Bannon.

Right-Wing media's existence for them is harassment by default. Media Matters' premise as announced clearly in this document is that we should be punished and halted. The same words are applied. Just look at the level of hostility within this Nazi-style vocabulary. The media frenzy we face every day is just the extension of this deep hate and hostility through the dependent slaved media. They fear for their lives.

They are clearly saying that we will punish Google, Facebook, and other social media if they "let" these right-wing propagandists run their content freely through their internet environment.

In the next part of this page, Media Matters talks like a sleep-walking person. Walking and repeating the same mantra. They are so detached from the reality and have no idea why they've lost.

"Trump will be defeated either through impeachment or at the ballot box in 2020. The balance of power will shift back to the Democrats."

We will apply lessons learned.

Generally speaking and simply put, Democrats got clobbered in the digital space.

Digital programs—both tactical and messaging—failed to actively listen to and engage the online grassroots universe.

The Trump camp spoke effectively to the grassroots and relied on online channels to disseminate information and misinformation and influence the media, even getting fake stories onto cable TV.

And the right colonized Facebook, which has established a virtual monopoly on information distribution.

Our digital efforts were largely focused on changing the narrative with the traditional media versus voters. This worked to a point but wasn't enough in the face of a news media incentivized by profit and access and fearful of intimidation and bullying by the Trump forces.

We will fully adapt to the new reality, and we will win.

Here's how:

In the next four years, **Media Matters** will continue its core mission of discerning right-wing misinformation, while leading the fight against the next generation of conservative disinformation: The proliferation of fake news and propaganda now threatening the country's information ecosystem. Here's what success will look like:

- Serial misinformers and right-wing propagandists inhabiting everything from social media to the highest levels of government will be exposed, dismantled.
- Internet and social media platforms, like Google and Facebook, will no longer uncritically and without consequence host and enrich fake news sites and propagandists.
- Toxic left-right social media-fueled harassment campaigns that silence dissent and poison our national discourse will be punished and halted.

American Bridge will cement itself as the standard-bearer of opposition research, build on its role as a progressive clearinghouse for information that drives the narrative on Republican officeholders and candidates, and be at the epicenter of Democrats' work to regain power—starting in 2017 and building to 2020. Here's what success will look like:

- Trump will be defeated either through impeachment or at the ballot box in 2020.
- The balance of power will shift back to Democrats. We will measurably impact US Senate, gubernatorial, and state legislative races.
- We will free ourselves from solely relying on the press. Our robust digital program will reach voters directly online.

The next page's content is just outrageous. They confess that they have pushed and threatened their slave media and have been so successful that no Television ad news agency will "dare" to challenge their ability and offer a phone call interview with the President and he can no longer call into TV programs.

We are talking about the President of the United States.

And Media Matters or better say David Brock says. He will ruin any TV which accepts the Presidents calls.

Internet and social media platforms, like Google and Facebook, will no longer uncritically and without consequence host and enrich fake news sites and propagandists.

Toxic left-right social media-fueled harassment campaigns that silence dissent and poison our national discourse will be punished and halted.

Media Matters confesses that it is ruling the entire media and the media is not independent and Media Matters has forced them to refuse allowing the President of the United States to call into their show. Can you imagine the gravity of this confession?

STOPPED DONALD TRUMP'S PHONE INTERVIEW PRIVILEGES.

Media Matters was the first to call out national cable broadcast networks for allowing Trump to phone in to their shows instead of forcing him to appear via satellite or in studio. Because of this unprecedented privilege, Trump could appear on more shows (he conducted 69 phone interviews in the first 69 days of 2016 alone), and he could avoid being confronted by images and interviewers showing his lies for what they are. As a result of our campaign urging major networks to correct course, CBS News and NBC News publicly stated they'd discontinue Trump's phone privileges. Eventually others followed suit and Trump's ability to control the news cycle from the comfort of his home was greatly reduced.

■ | Private & Confidential

THE MEDIA MATTERS PLAN

Media Matters will push back on conservative misinformation across all media channels in the information ecosystem and specifically neutralize the effects and infrastructure of the newly empowered alt-right.

We will focus our efforts into the following three areas:

- Leverage our authority to encourage good journalism.

In the next page, Media Matters says it will push back "Conservatism misinformation." Are we talking about America and the First Amendment? If so what is misinformation? Who is there policing misinformation? **Who is there to "define" what is misinformation?** David Brock and Podesta team? Even if misinformation exists, which actually CNN and allies are representatives of real misinformation, it is still information and conservatives as any other group can exercise their right to free speech. No matter if the audience like it or not. **The First Amendment is not made to**

appeal to the others as desirable but to be free of any chain of suppression. What is the definition of Fascism? The suppression of information and centralizing an ideology while calling the others as extremists or haters. But Media Matters doesn't hesitate to highlight its authoritarian suppressive control of information.

Here they brag about **implementing pre-warning technologies to prevent the spread of "right-wing misinformation"** and now in early 2018, they proudly declare their success to create the necessary algorithms to shut down conservative profiles and sites. In late February 2018, there were two big purges on Twitter which led to shutting down the conservative accounts claiming to be identified as Russian bots. What really happened was, they suspended important conservative accounts and dropped down their followers. When the account was active again, thousands of followers were lost. It was a big celebration all over the left media, labeling us as Russian bots and the people who still follow these fake news channels don't really know, what really happened and the followers are gone as the result of a shutdown. Hate content, is simply what they don't want to be spread and dangerous and controversial means when they don't agree with you for criticizing their politicians as well as their policies. **They are now creating "Thought Crime" which means preventing people from "feeling" in some way. At the same time, liberals are authorized to "feel offended" by anything we do.** Therefore their aggressive actions, which are the extension of their "feelings" are also justified. So how does it work when some people are entitled to feel in the way they want, and others should be prevented to "feel" in their way? Media Matters is fully Alinskyite.

Media Matters will push back on conservative misinformation across all media channels in the information ecosystem and specifically neutralize our effects and infrastructure of the newly empowered alt-right. Anything not in accordance with what WE say is misinformation

We will focus our efforts into the following three areas:

Force and threaten to prohibit freedom of

- Leverage our authority to encourage good journalism. speech



- Develop technologies to serve as an early warning system for fake news and insulate social media platforms from exploitation and abuse. Abuse means freedom of speech

- Implement a robust, multichannel communications strategy and mobilize a massive grassroots advocacy effort. Army of trolls on the internet and protesters in the streets.
Communication means Anti-fake style attacks

ENCOURAGE GOOD JOURNALISM on and off the internet.

Traditional news outlets are dying.

Their business models have been decimated over the last 30 years as their audiences have fallen, competitors have grown, and advertising revenue has plummeted.

Journalists face an increasingly precarious personal financial position as news outlets lay off reporters or fold altogether.

This position of weakness, combined with journalists' institutional tendency to parrot political problems as equally the fault of both Democrats/progressives and Republicans/conservatives regardless of the facts, suggests that the press will continue to normalize Donald Trump and his allies.

Journalists who confront the extreme reality of a Trump administration experience personal harassment. Media outlets that hold him accountable may be subject to boycotts, influenced by the president himself. Both risk access to government information and officials.

Media Matters must grapple with the effects of decaying journalism and ensure that truth triumphs in the information ecosystem—not only as a means to combat misinformation but because it's necessary for our embattled democracy to survive.

Here's how we'll do it:

RESEARCH

Even our fiercest detractors acknowledge the reality: our research. Recognizing that Media Matters' strength comes from its research products, we will elevate and promote their browsing and use.

In early December 2016, Media Matters restructured our research department to improve our ability to engage in deep issue research studies and opposition research while simultaneously supporting rapid response that bolsters the progressive movement.

In 2017, we will revamp the Media Matters website to make this vital and often overgrown information significantly more accessible. Every day, Media Matters receives requests from members of the news media and progressive partners that can be satisfied by simply pointing them to previously published research content. Developing a research portal will capitalize on this demand.

17,929

news articles highlighting or relying on Media Matters

This is the new video by Anti Defamation League which is actually a partisan hate group, claiming to defend Jewish people who have nothing to do with Jewish people but partisanship and acts closely with Media Matters.

And here is the reaction to Twitter censorship. Finally, people are stepping up to sue Twitter. You can sue Twitter simply for Information Decency Act.

The next page reveals Media Matters' area of priorities which are: 1- Gun Control 2- LGBT and Gender equality 3- Climate Change 4- Energy and Economy.

Wonder why anybody who is talking about David Hogg, the celebrity survivor of Parkland, whom I dedicated a full article to him and works for Gun Control department of John Podesta's Center of American Progress Organization, got suspended or attacked? Because Gun Control is the priority of Media Matters or let's say David Brock-John Podesta's priorities. **Are you paying attention how grave is this article?** Do you understand how dangerous it is? The main Narrative/lawsuit problems we as conservatives, the President, and his administration are facing are deriving from the Podesta, Alefantis, Brock group.

... a topic has received, and the people and organizations sought to discuss it. We know this based on feedback from journalists as well as the impact these studies have generated. Increasing the number of quantitative studies we publish will strengthen Media Matters' overall brand while increasing our credibility with activists, media, and our movement partners.

Additionally, Media Matters' core media monitoring and research teams, which focus on the news of the day, are bolstered by five issue-specific teams led by experts who study how media cover the key progressive topics of our time, even when they do not lead the news. Media Matters' issue teams are focused on correcting misinformation we spot on news and public policy. LGBT equality, reproductive health and women's rights, climate change, and energy and economic policy. Our issue teams work daily with movement partners specializing on those issues to amplify our work and change the narrative on how these issues are covered in the media.

"Over the years, Media Matters has won or assisted in a number of tangible victories, from getting Glenn Beck off cable news to holding 60 Minutes accountable for its faulty Benghazi reporting."

—The Action

Do you dare to talk about Benghazi??

MEDIA ADVOCACY—PUNISH ENABLERS AND COMPLACENCY

Media Matters will be vigilant in holding news media accountable for even the slightest bit of normalization of Trump. We will encourage journalists to extend standard practices, like the protective press pool and media credentialing, and strive for higher standards against this new threat.

When Breitbart applied for Permanent Senate Gallery Press Credentials, Media Matters was quick to act by advising the credentialing committee of the myriad ways that Breitbart violated their requirements. Additionally, Media Matters did something that the committee was unable to do: A deep dive study of Breitbart content, reviewing thousands of their stories to demonstrate that they do not meet the credentialing requirement for original reporting.

Media Matters also first sounded the alarm about Breitbart's international expansion and began working with journalists in the United States and abroad to educate them on Breitbart's model as well as the larger universe of alt-right activity for which Breitbart is the nexus. Most significantly, we helped journalists understand the symbiotic relationship between Breitbart and opposition political parties so that they can accurately report on the danger that is spreading across western democracies. **Breitbart danger??**

Supporting journalism means just that: Helping news media navigate the complicated alt-right landscape, defending them against harassment and abuse from alt-right pockets, while simultaneously ensuring that they do the work that is so vitally needed.

NEUTRALIZE GOVERNMENT DISINFORMATION

What happens when the most dangerous source of misinformation is no longer right-wing radio hosts or Fox News, but the federal government itself? Misinformation coming out of government agencies can have devastating consequences. Look no further than government-fueled misinformation amplified by an uncritical news media that led the country to war with Iraq in 2003.

The notion that the United States government under Donald Trump could become a source of misinformation is not far-fetched—and in fact, seems all but inevitable. Trump himself has repeatedly professed lies on his social media accounts. And several of his top officials have promoted false news stories, including the person that he has put in charge of the official White House social media accounts, who has also used social media to spread disinformation.

We read: "Media Matters will be vigilant in holding news media accountable for even the slightest bit of normalization of Trump."

Podesta, Brock, Alefantis team say they will Hold media accountable... You figure out the depth of the issue.



In the next page Media Matters says **it has the technology to track the “government disinformation”** and will confront the government of the United States. How brave. What was Media Matters doing after Benghazi Scandal? Or Hillary’s email scandal? Oh, I forgot emails were about them.

Shutting down whoever tried to talk about the emails and Benghazi is Media Matters priority. As you see below, they clearly say how some people who dared to talk about Benghazi have lost their jobs.

Bottom line: Media Matters must be fully prepared to identify misinformation coming from government and fight it at every turn—both directly and indirectly by pooling journalists to scrutinize federal claims.

As part of our research department restructuring, we have added a dedicated team of media analysts that will use new technologies to help track government disinformation. Media Matters is prepared to confront the United States government under a proven and dangerous disinformation.

INNOVATE AGAINST FAKE NEWS AND PROPAGANDA

Facebook's virtual monopoly on information distribution has supercharged the fragmented landscape.

Almost two-thirds of Americans (68-million) consume news on social media. By contrast, less than half of adults watch local news, less than a third watch cable news or nightly network news, a quarter listen to radio, and only one in five read newspapers.

In 2016, a full two-thirds of Facebook users used the platform to get news. Facebook's algorithm fuels confirmation bias by feeding content from outlets that tell the users what they want to hear. Fake news purveyors exploited this vulnerability for profit and political influence.

Fake news was so profitable during the 2016 election that teenagers in Macedonia began publishing pro-Trump propaganda for the sole purpose of making money. In instances where fake news can be funded by political operations or even foreign governments, Facebook's algorithm is the only barrier to mass access.

We monitor who and which article is taking more impressions and we cut it

We are already experts in monitoring the way information moves through the media landscape, we understand where and how it is manufactured, and how it proliferates.

Now is the time to build on our expertise and unique audio and video archive to develop the technologies necessary to combat this new onslaught of misinformation.

Here's how we'll do it:

BIG DATA ANALYTICS AND EARLY WARNING SYSTEM

Media monitoring enables us to identify pernicious misinformation and develop strategies for countering it. Historically, this has meant monitoring conservative media, television news, and newspapers.

But spying on human media members is no longer sustainable. Fake news and alt-right communities are multiplying exponentially.

FORCED CHANGES AT 60 MINUTES OVER BENGHAZI SWEAR.

In October 2011, CBS aired a 60 Minutes report that purported to raise further questions about the Obama administration's response to the Benghazi attack based on an interview with a so-called "eyewitness." Our extensive research and previous provided reporting that proved the account to be a lot of fabrications. The network was forced to issue a correction and apology, and the publisher pulled the "eyewitness's" book (published by CBS's corporate-owned front the publisher). After the network launched an internal investigation—for which we were the first to call—into the origins of its faulty reporting, the network and publisher responsible were forced to take a leave of absence, and the show's executive producer promised to make changes to reduce the chance of repeating the error. Since created Media Matters, writing, "The last remaining of CBS's Benghazi story shows how the news attack machine (Media Matters) has risen."

Media Matters For America 1000 Place | 11

Media Matters talks about an archive which includes “raw” details of every account on social media. A 12 years old archive which until today, becomes 14 years old. It proudly says: *“The earlier we identify a fake news story, the more effectively we can quash it.”*

What else can you call this rather than partisanship? Calling an idea or news, fake news is not enough. Spying on people's thoughts is not enough. They have to “quash” it. This is pure Fascism. This has nothing to do with America we know.

“Fake news are completely depending on Facebook to spread their lies.” This is why in latest Hillary Clinton’s appearance we saw Facebook as the latest discovery on why she lost. She tries to convince her supporters that Facebook is the answer. So to win, she needed a total suppression of information so her email scandal would not have been echoed and the corruption within the Clinton Slush-Fund Charity and the Obama’s administration malfunction in Benghazi could have been buried. Moreover, her health and collapses would have been covered up. Is that what American people wanted to have? An up to the throat corrupt politician with multiple seizures to lead their country?

And to address the issue of Facebook and censorship as a solution, we see Madame Clinton’s latest tweet, right before the aggressive purge on Twitter:

Twitter purge happened on February 28, a day after her tweet.

At the bottom of the page, Media Matters says that they have launched a “pressure campaign” on Facebook to acknowledge its fault, change its policy, track conservatives and it continues by saying how they forced Zuckerberg to do so. So whatever you see on Facebook, comes from the upper command of David Brock’s control.

Now isn’t it interesting that after the power grab and taking total control of Facebook, in early March 2018, Facebook asked its users if it is ok for men to ask nude pictures of young children? Any connections?

In an article by The Guardian [link here](#), we see:

Facebook asks users: should we allow men to ask children for sexual images?

Social network admits survey asking whether it should permit adults to ask 14-year-old girl for sexual pictures was a mistake



Facebook was pushed to publish the survey, and the survey was "intended" to protect children, says Zuckerberg

Facebook has admitted it was a "mistake" to ask users whether parents should request sexual pictures from children should be allowed on its website.

On Sunday, the social network ran a survey for users asking how they thought the company should handle grooming behaviour. "There are a wide range of topics and behaviours that appear on Facebook," one question began. "In thinking about an ideal world where you could set Facebook's policies, how would you handle the following: a private message in which an adult man asks a 14-year-old girl for sexual pictures."

The options available to respondents ranged from "This content should not be allowed on Facebook, and no-one should be able to see it" to "This content should be allowed on Facebook, and I would not mind seeing it".

A second question asked who should decide the rules around whether or not the

adult man should be allowed to ask for such pictures on Facebook. Options available included "Facebook users decide the rules by voting and tell Facebook," and "Facebook decides the rules on its own".

In neither survey question did Facebook allow users to indicate that law enforcement or child protection should be involved in the situation. The closest option allowed involved turning to the social network as arbiter.

A second question asked who should decide the rules around whether or not the adult man should be allowed to ask for such pictures on Facebook. Options available included "Facebook users decide the rules by voting and tell Facebook" and "Facebook decides the rules on its own".

In neither survey question did Facebook allow users to indicate that law enforcement or child protection should be involved in the situation; the strictest option allowed involved turning to the social network as arbiter.

00:00 00:00

Survey Survey

There are a wide range of topics and behaviors that appear on Facebook. In thinking about an ideal world where you could tell Facebook's policies, how would you handle the following: a person messages an adult man asking a 15 year-old girl for a sexy picture.

When thinking about the rules for posting whether a picture is posted to which an adult man asks a 15 year-old girl for a sexy picture should or should not be allowed on Facebook, ideally who do you think should be deciding the rules?

This content should be allowed on Facebook, and I would recommend seeing it

This content should be allowed on Facebook, but I don't want to see it

This content should not be allowed on Facebook, and no one should be able to see it

I have no preference on this topic

Facebook decides the rules on its own

Facebook decides the rules with advice from external experts

Facebook users decide the rules and tell Facebook

Facebook users decide the rules by voting and tell Facebook

I have no preference

Next

Next

Facebook's sexual abuse survey didn't protect minors (Photograph: Justin M. Sizemore for the Guardian)

Yvette Cooper MP, chair of the Home Affairs Select Committee, condemned the survey. "This is a stupid and irresponsible survey," she said. "Adult men asking 14-year-olds to send sexual images is not only against the law, it is completely wrong and an appalling abuse and exploitation of children. I can not imagine that Facebook executives ever want it on their platform but they also should not send

The next page again talks about their fear and hate for Steven Bannon and Breitbart. The article explains how Media Matters forces advertisers to cut ties, threatens people and even talks about **how they have Threatened CBS news gave them a special "treatment" they will never forget.**

Umm. It reminds me of a famous threat, who knows why?

Wiped deep dreams? Why Facebook, Twitter and other social media give your information to Media Matters? What is this mysterious archive? Direct access to your information just that is. What is the relationship between Media Matters and CIA? I guess nobody doubts what it

970% Increase

In Facebook engagement over the last 4 years, from 1.4 million in 2010 to 14.4 million in 2014

Media Matters has already obtained access to your data from Facebook.

Twitter, YouTube, social media sites, we have also had to build the technology necessary to automatically mine entire national message boards and at night coordinating our bot armies.

We will now develop technologies and processes to automatically monitor and analyze this unfiltered data.

The earlier we identify a fake news story, the more effectively we can push it. With this new technology of their fingerprints, researchers monitoring news in real time will be able to identify the origins of a lie with mathematical precision, creating an early warning system for fake news and disinformation.

PREDICTIVE TECHNOLOGY

Bringing this data analysis to scale will also allow Media Matters to identify which individuals and entities are the most disinformation forces driving fake news, fake journalism, and harassment.

Cutting-edge advances in cloud computing and machine learning will enable us to identify patterns and connections that would otherwise go under the radar. We will be able to answer where and how disinformation is likely to move, who will be affected by it, and what needs to be done to neutralize it.

But predictive technologies are only as good as the data that goes into them. The more data the system has to analyze, the richer its insights. Media Matters' already extensive 12-year archive gives us two systems a big jumpstart.

COLLABORATING WITH SOCIAL MEDIA PLATFORMS

Online that push fake news are completely dependent on Facebook to spread their lies, and ad networks like Google to fund them.

Media Matters has unique insight to help fix problems in this part of the media landscape.

After Facebook responded to our campaign by acknowledging the problem of fake news and agreeing to do something about it, we began a dialogue. It became clear from these conversations that Facebook needed not only to fully understand the problem and identifying concrete solutions. Further, it also became clear that we had information and insight that they didn't have that was helpful in educating them on the full scope of the problem. For example, Media Matters had a detailed map of the coordination of right-wing Facebook pages that had been the biggest purveyors of fake news—as well as insight into the back chain of fake news authors it was moving through the Facebook ecosystem.

Similarly, after Google revised their terms of service in order to prohibit so-called fake news sites from using their advertising network, it was Media Matters that had the information necessary to identify about the most fake news sites to which this ban would apply.

GET FACEBOOK TO COMMIT TO FIGHTING THE RISK OF FAKE NEWS

During the 2016 election, Facebook refused to do anything about the dangerous rise of fake news or even acknowledge their role in promoting disinformation. Mark Zuckerberg called the notion that fake news is a problem "nonsense." In November, we launched a campaign pressuring Facebook to acknowledge the problem of the proliferation of fake news on Facebook and its consequences for our democracy and to commit to taking action to fix the problem. As a result of our push for accountability, Facebook did both. Our campaign was joined by prominent national political figures, but tech-media outlets, and we've been engaging with Facebook leadership behind the scenes to share our expertise and offer input on developing meaningful solutions.

After revealing how they force Google to fight conservatives and track them, the document introduces its key figures in American Bridge which I added their pictures and videos so you can match a face to these names and see who are those **persons involved in shutting you down**. Search to see if you have seen them is some “special” old pictures

“somewhere.”

American Bridge proudly says its goal is to “delegitimize Trump.” It gives credits to itself by bragging about **making up 673 stories about Trump’s unstable temperament, Tax returns, history of sexual abuse, misogyny, and racist behavior.** It also shows how important is for them to win the midterm election in 2018 and how progressively they will conduct their involvement in pushing their candidates. **That is exactly why you should be all alert to go out and vote.** This election is your pass to be able to vote in 2020. Each one of you who stays at home and doesn’t vote is sending a progressive Democrat into the Congress to vote for gun confiscation, reducing the age of consent and minimizing if not completely removing your First Amendment right to free speech.

Social media platforms need help in identifying vulnerabilities and crafting solutions. To this end, Media Matters will serve as their partner, speaking to them in their language of big data and encouraging changes based on what we see happening in the landscape.

By applying our expertise-driven technologies and enhanced credibility, we will earn and maintain our seat at the table and improve the structures of the media landscape.

MONOLITH

At the Republican National Convention, Stephen Bannon bragged that Breitbart News had built “the platform for the alt-right.” Weeks later, Trump appointed Bannon the head of his campaign, and now Bannon will follow Trump into the White House. The alt-right specializes in harassment and abuse and distinguishes itself from traditional right-wing media by its ability to self-organize.

But it has several key vulnerabilities.

They are largely dependent upon social media behemoths that tolerate their abusive activity (Facebook, Reddit, YouTube, and Twitter have permitted the alt-right’s presence, with some rare but notable exceptions.) They operate on the edge of the law. Their efforts are largely financed on this profit margins. And their membership consists of weak individuals, often recruited into the movement because they fear or resent women and/or harbor racial animosity.

Both fake news and the alt-right rely on being able to operate in the shadows. They assume that no one will detect their harassment and propaganda until the damage has already been done.

To stop them, we need to become bigger and louder. Only through mass engagement can we halt their harassment and lies.

Here’s how we’ll do it:

OMNICHANNEL COMMUNICATIONS

Media Matters will not just manage the effects of media fragmentation; we will leverage it to advance our mission.

To this end, Media Matters will enhance our existing digital program by establishing an omnichannel communications-centered center to communicate with audiences in ways that are optimized for the platforms on which they are already most engaged.

Put another way, we won’t force information consumers to come to us for a one-size-fits-all piece of content. Instead, we will go to them with content that is tailored to their individualized way of interacting. In practice, this means that the way we present a specific issue on Facebook will be different than the way that we present it on Tumblr or Twitter— and what our audience may not even

—We don’t joke, we ruin people

Tough treatment like Media style to never forget?

“I’ve gotten some tough treatment [from Media Matters] and there were times you guys were right and I internalized that and said ‘that is a lesson learned.’”

***—Major Garrett, CBS News White House Correspondent
(Formerly a Fox News correspondent)***

to place the flow of damaging fake news on its platform's pages. Google will cut off these pages' accompanying sites' access to revenue by pulling their adverts in targeted ad products.

Toxic all-right social media-fueled backchannel campaigns that silence dissent and poison our national discourse will be punished and halted. It is a mistake of the highest order to let our campaigns to push back on all-right hate work. Any all-right figures will lose credibility and influence in response to our research and programs.

BUDGET AND TEAM

Blackboard's core budget for 2017 is \$13.4 million, which covers a staff of 81. 81. Tools are paid over \$1.65,000 just in 2017.

This budget allows us to create a 54-person research department engaged in media monitoring, research, deep dive analysis, and rapid response; in addition, this supports five issue-specific teams housing experts that provide broad support to the progressive movement on topics key progressive issues: gun violence and public safety, LGBT equality, reproductive health and gender equality, climate and energy, and economic policy.

This budget also allows us to invest in technological innovations like the creation of an early warning system to identify the publication of fake news more efficiently and to create cutting-edge predictive technology that allows us to identify patterns and connections in order to assess how misinformation will travel and how we can neutralize it. We will also build out our digital and video teams to a staff of a one to create a robust unchained communications command center and establish a grassroots truth squad, and increase the number and impact of actions and advocacy initiatives we undertake to drive change and accountability across the media landscape.

Abstract

Angelo Carosone, President. Angelo was named President of Media Matters in December 2006. Previously, he was the organization's Executive Vice President. In that role, Angelo helped run day-to-day operations, expanded the organization's online footprint, and managed accountability initiatives. In 2006, he took a leave of absence to serve as the Deputy CEO for Finance & Administration of the 2006 Conservative National Convention. In 2009, as a law student, Angelo founded the StopBeck effort, which organized participants via social media to successfully convince sponsors to cease advertising on Beck's show. In late 2009, Angelo joined Media Matters as Campaign Director and worked on its

RACHEL MADDOW

LIVE

LEAN FORWARD

ANGELO CARUSONE
"DUMP TRUMP" ORGANIZER

Dropbox initiative; he later went on to serve as Director of Online Strategy & Campaigns. He organized the StopBook effort, which convinced thousands of advertisers to refuse to sponsor Limbaugh's programs. And he launched the viral DumpTrump campaign in 2012 that was responsible for convincing many of Donald Trump's business partners to sever their relationships with Trump. He holds a B.A. in American Studies from Fordham University and a J.D. from the University of Wisconsin Law School.

Julie Millican, Vice President: Julie has been with the organization collectively for over eight years in various capacities since she first joined as a staffer in 2006. During her time, she has been a Researcher, Assistant Research Director, Advisor, Deputy Research Director, and also Chief of Staff. She has written extensively about the 2008 election and was routinely cited by the nation's leading papers. Over the years, Julie has been responsible for managing all Research Department resources, involved in organization-wide strategy, overseeing the hiring process, executing restructuring, and overseeing organizational operations. She holds a B.S. in Sociology from Appalachian State University and a M.A. in Clinical Psychology.

Ram Zagan, Senior Advisor: Ram is responsible for spearheading Media Matters' technological innovations, organizational planning, and operations. Ram is a recognized authority in linguistics and multi-lingual project manager with experience in international affairs. Prior to joining Media Matters, Ram was a management consultant at Accenture. There he spent several years helping the Department of State to modernize its international supply chain and asset management systems. He then transitioned to **Boston Children's Hospital** where he served as the Acting **Director of the International Health Services Department**—the world's largest international patient program at a pediatric hospital. He has full proficiency and professional experience in German, French, Spanish, and Slovenian, and is also able to translate Russian and Italian. He holds a B.A. in linguistics and anthropology from Harvard University. He is currently on deferment from a joint MBA/MPP program from Harvard Business School and The Kennedy School of Government.

Director of the International Health Services in
Children's hospital with only a B.A. degree in
linguistics???



Our Impact

DISRUPTED ROBERT MURDOCH'S TIME WARNER EXPANSION

As soon as Robert Murdoch's 21st Century Fox announced its bid to acquire Time Warner in July of 2013, Media Matters kicked into high gear with a coordinated multi-level pressure campaign urging Time Warner to not be acquired by the right-wing media mogul. Murdoch's attempts to grow his influence in the media landscape have always been cause for concern, and we made it a part of our mission to keep his power grab in check, cautioning against a future where Fox News-like networks monopolize the free and diverse flow of information in our times. If successful, this move would have given Murdoch control of 40% of the US cable market and 30% of the movie market. After reports that Murdoch had pulled his offer, the New York Times, Politico, Broadcasting & Cable, and other prominent outlets highlighted the influence of our campaign.

Photo credit: Justin Hester

Julie Millican



Sam Zegas



the harder
to get
the better
it has

anything
can HAPPEN





The Political Research Engine of the Opposition

Defeating Trump, Regaining Power

American Bridge will cement itself as the standard-bearer of opposition research, build on its role as a progressive clearinghouse for information that drives the narrative on Republican officeholders and candidates, and be at the epicenter of Democrats' work to regain power—starting in 2017 and building to 2020.

All media and tech companies take orders from Media Matters, which as you see, work to regain power for Democrats. This is the evidence, the media is the opposition political party.

THE POLITICAL RESEARCH ENGINE OF THE OPPOSITION

COMPETITIVE ANALYSIS

Defeating Donald Trump requires preparation and focus.

No other progressive organization has the resources and assets that American Bridge has amassed over the past several election cycles to hold Trump, his administration, and the politicians who support him accountable.

Only Bridge stands ready with staff already hired, Trump's web of business ties mapped out, and a massive video archive at our fingertips.

There will be a need for progressive policy alternatives, but our focus at Bridge will be on real time political accountability. In this media environment, content is king and that's where the focus of Bridge remains.

A look at the analogous entities on the right further reinforces the need for our work. America Rising, which was modeled after Bridge, has become the unofficial research arm of the Republican Party. The group's 501(c)(4) arm, Rising Squared, has already begun promoting Trump's Cabinet picks.

Trump's campaign allies have also made public their plans to create a new nonprofit dedicated to executing Trump's agenda. Trump campaign digital director Brad Parscale, who was reportedly impressed by Trump's son-in-law Jared Kushner to take charge, will head the entity.

The right will bolster Trump aggressively and deceptively. The campaign to stop him must be immediate. At American Bridge, it has already begun.

OVERARCHING STRATEGY

As we move into our fourth election cycle, the vision of Bridge as permanent progressive infrastructure is coming to fruition. We are beginning to see the full value of our investment in researching and tracking candidates over multiple cycles.

With 20,000 hours of video, 280 candidate research books, and the largest available archive of Trump research in the Democratic Party, we are uniquely prepared to take on the Trump administration, defeat Republicans who enable it, and rebuild progressive power in the states.

Our new Trump War Room, launched within weeks of the election, is already scrutinizing the presidential transition and will vigilantly watchdog the personnel, policies, and practices of the administration.

Our purpose is to keep Trump unpopular and make it more difficult for candidates who support him to get elected in 2018.

That's why you need to VOTE

"On the left, the dominant player is American Bridge," — CNN Magazine

The mid-term map appears difficult for Democrats, defeating Trump in the next two years could change that.

Republicans running in 2018 (and 2020) will be plagued by what we are best known for: opposition research, voter tracking, and rapid response. We will be involved in every competitive Senate race in 2020.

But we must expand beyond federal races. Democrats must build power at the state level. We have lost ground and our most-in-demand chance to redraw district maps is around the corner. That's why Bridge will continue to engage in gubernatorial races. And for the first time, we will participate in state legislative races.

Nearly 80-million already use our content. Over the next four years, party committees, candidate campaigns, and additional in-state sites will use it, too.

But to fully realize the value of our content, we must dramatically expand its reach. A new, robust digital program will bring our content direct to voters, starting with those who voted twice for Obama, but switched in 2016 to Trump. We must win these voters back in 2020.

As we expand the scope and reach of our research, we must also improve the efficiency with which we do it. We will continue to develop campaign technologies that have made us an industry leader. And we will continue to reject duplication and improve the quality of political research as we move to the local level.

We are in a state of emergency.

Our initial response has been swift and forceful. We expect results to follow suit.

TOP OUTCOMES

In the next four years, American Bridge is focused on achieving the following outcomes:

Defeat Trump either through impeachment or at the ballot box in 2020.

Change the balance of power by successfully impacting US Senate, gubernatorial, and state legislative races.

Free ourselves from solely relying on the press. Our robust digital program will reach voters directly online.

Exposing means creating false claims.

IMMENSE COVERAGE THAT LED TO TRUMP ENTERING OFFICE AS THE LEAST POPULAR PRESIDENT ELECT IN MODERN HISTORY.

While the dynamics of the election swayed Trump's rise to the presidency, the groundwork we laid will be critical to defeating Trump as president. In that sense, all studies throughout the campaign exposing Trump's unethical behavior, scam-filled business record, history of sexual abuse and misogyny, and racist beliefs. As he enters office, he is the most unpopular president-elect in modern history.

"American Bridge will sustain a non-stop campaign against Trump, his administration, and Republicans who enable him."

Why should a failed candidate feel entitled to fight a duly elected President? This is unprecedented in history. Why doesn't a failed candidate respect people's decision? What is dangerous here is, this fight has cost American people and the world 15 months of tension and hysteria. Fifteen months of media's treason which buries all the good stories of

President Trump's fifteen months of winning and shines a light only on made up stories by Media Matters. But still worse comes when you discover who is behind this. David Brock; One of the central personalities in Hillary Clintons' email scandal. One of the central names in mysterious deaths around the email scandal personages. Aren't you worried about America when you know 15 months of hysteria is coming from pizza lovers?

THE AMERICAN BRIDGE PLAN

American Bridge is the Democratic epicenter of opposition research and rapid responses to presidential and Senate elections. In the Trump era, there must be no "off years." American Bridge will sustain a nonstop campaign against Trump, his administration, and Republicans who enable him.

This is how we will do it:

STATE-OF-THE-ART TRUMP WAR ROOM

With 20,000 hours of video and audio footage at our fingertips (including nearly 1,000 hours of Trump material) and massive, fully searchable databases of investigative knowledge on Trump's business dealings and lawsuits involving him, our war room is already putting these assets to work in the following ways:

VETTING NOMINEES

American Bridge has already set up a world class vetting operation, the largest in the Democratic Party, to investigate the records of potential Trump nominees. More than 1,200 positions require confirmation by the US Senate. We will focus in on the 100 most important positions, focusing on those who stand to have the greatest impact on our progressive values in areas of women's health and reproductive freedom, workers' rights, climate change, and the treatment of immigrants and people of color.

While Democrats' position in the White House makes blocking nominees difficult, we believe some of the nominees are so extreme that there will be the opportunity to do so. Before we named block nominees, we will use the process to highlight their most egregious past statements and professional dealings to make their confirmation process as difficult as possible and further erode Trump's credibility.

The same holds for Trump's appointments to the Supreme Court. Republicans set the tone for Supreme Court obstruction through their treatment of Merrick Garland. Bridge will expose their extreme moral positions, records, and backgrounds, and would Democrats in Congress, progressive partners, and the press with our research in real time.

How do they have access to these videos?

EXPOSING CONFLICTS

Could Trump enter the White House with significant conflicts of interest, unprecedented both in number and extent compared to any other president-elect in our history?

The US intelligence community has confirmed that Russia administered the election to help Trump win and the president-elect has already appointed individuals with strong ties to Russia and Putin to some of the most powerful positions in the US government. Meanwhile, Putin-led Trump campaign staffers Carter Page and Paul Manafort appear poised to continue to leverage their connections to Trump as he takes power. American Bridge has, and will continue to, help uncover details of Trump's affection for Russia and Putin (which appears to be driven at least in part by Trump's business interests). Including years of US Secretary of State pick Rex Tillerson receiving the "Russian Order of Friendship" medal from Putin in 2011.

**20,000+ hours of
video and audio
footage stored in our state-of-the-art vault**

Well it seems the Russia witch
hunt has a second phase with this
video.

American Bridge has them | 17

OPPOSITION RESEARCH AND CANDIDATE TRACKING

American Bridge will make running as a Republican candidate in the next four years painful. We will not only damage Trump, but also the candidates who enable and support him. American Bridge will use its full research, voter tracking, and rapid response capabilities to shoot messages about Republican candidates that will change the narrative in their races and help secure victories for Democratic candidates.

How Moore? The fake signature?

SENATE

We plan to be involved in every competitive and potentially competitive Senate seat in the coming cycle. Democrats are expected to have 23 seats up for election, along with two independent Senators who caucus with Democrats. Republicans are expected to have eight seats up for election. Taking into account seats that will likely be held for one party or the other, we project that American Bridge will work in 30-35 races.

Democratic incumbents are on the ballot in nine states that Trump won including five that Republicans also won in 2016: Indiana, Missouri, Montana, North Dakota, West Virginia. Others include Florida, Ohio, Pennsylvania, and Wisconsin. The Virginia Senate election also is competitive with Tim Kaine up for reelection. In these races, it will be critical to define the Republican candidates early as they are unable to capitalize on a political landscape that is favorable to their party.

Bridge has already begun research on known Republican Senate targets. Sen. Josh Mandel in Ohio and Dean Heller in Nevada. We have opened 10 trackers into key Senate states and will increase our tracking reach across the country beginning in April 2017.

We are also maintaining a presence and beginning research and tracking in states that may provide unique opportunities for Democrats this cycle that they have in the past. One example where Republican Jeff Flake is on the ballot in 2018.

2,228,190 votes across and
14,507 events covering voter turnout

DETAILED BUDY CHILKOTI'S CABINET NOMINATION

American Bridge exposed Budy Chilkoti's business record and transactional conflicts of interest in news outlets like the New York Times, United page 1, the Washington Post and CNN.

The New York Times subsequently reported that "the disclosures about Mr. Chilkoti's business interests bolstered Mr. Trump." Chilkoti later withdrew his name from consideration.

18,000+ stories

proportionate bridge coverage since 2011

GOVERNORS

Selecting governors in 2018 is the final concrete step

Democrats can take momentum, a bigger say in the next redistricting process, and opportunities for pickups are widespread. As Politico recently reported:

"Twenty seven of the 38 governorships up in 2017 and 2018 are Republican-held, including many seats that will be open after eight years of GOP control. That means widespread opportunities for Democratic gains, as well as a critical chance for new ideas and new talent to emerge as the party seeks to identify its next generation of leaders."

In 2017, Bridge will produce research and tracking for the Virginia and New Jersey gubernatorial races. We are already ahead of the game in Virginia since we produced a research book on Republican Virginia gubernatorial candidate Ed Gillespie, when he ran for US Senate in 2014. We have also begun research on Prince William County Supervisor Corey Stewart and State Senator Jack Womack. We have named a marker into New Jersey for the gubernatorial race and have begun research on Assemblyman Jack Cortese, Jr. Gov. Kim Guadagno, and Assembly Minority leader Tim Wansel.

In 2018, Republican governors like Scott Walker, Charlie Baker, and Bruce Rauner are strategic targets. We will also engage in the Florida gubernatorial race, a critical state for Democrats in this cycle and future elections, as well as the Montana and New Mexico races, which represent promising opportunities for Democrats this cycle.

Due to the location of targeted Senate and gubernatorial states, Bridge will track many gubernatorial races even in those where we may not be as heavily invested in the race.

STATE LEGISLATURES

Progressives have long discussed the importance of state legislative action because of their impact on state legislative agendas as well as redistricting for 2020. However, with redistricting just four years away, these discussions have led to little in the way of concrete plans in action. Now these state legislative battles become more critical. Due to poor performance in 2014 and 2016, we have redoubled our search for state and federal races for 2018 and 2020. The legislators didn't comply with their

Over the next cycle, American Bridge will leverage its infrastructure and maintain into the arena state legislative races. We will create coalitions in key states where we can engage in our core competencies—research, tracking, and rapid response—and impact the outcomes of races. Bridge will choose to operate in states where at Democrats are in the minority by a narrow margin in the state legislative chambers, if redistricting is critical, and clear progressive partners are most engaged.

BRIDGE UP THE KOCH BROTHERS' NEGATIVES

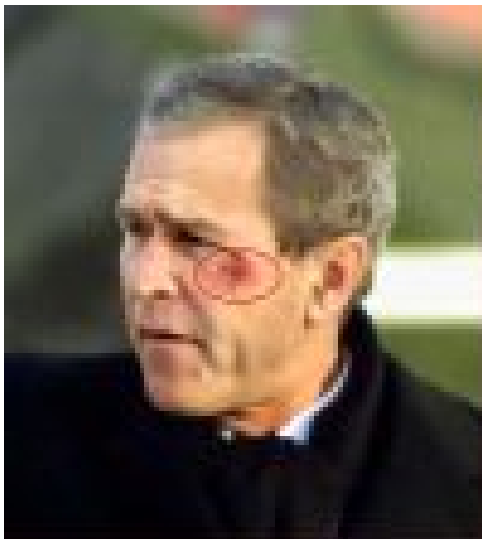
American Bridge led the way for Democrats to fight the Koch brothers' influence and money. Working with Senator Harry Reid and partners across TV sets, we created a war room that launched sustained attacks on the Koch brothers, making their negative ratings spike and turning their adversary into a liability for candidates they supported.

As you see the document in its bottom part says, **American Bridge paves the road for Democrats, and it Explains how it worked with Senator Harry Reid to defeat Koch brothers** by creating a war room with sustained attacks and non-stop TV adds. Senator Harry Reid, the picture in the first row upright below, is one of the most negative characters

and a devoted “temple” practitioner in the Democratic Party. Washington Times columnist Charles Hurt said on Newsmax TV: *“At some point, we have to stop and consider the fact that maybe either Harry Reid has become possessed by something, by some spirit, maybe by Satan himself.”*

In 2014, there were rumors about the very close relationship of Harry Reid with Paul Pelosi; Nancy Pelosi’s husband, and their “Goat Hill Pizza” restaurant. As you may know, Nancy Pelosi is the 9th richest person in the Congress, and she has a pizza place which its name was included in 2016’s scandal. An article on Voat.co has even referred to Nancy and Paul probably using their pizza place to ship boys for Harry Reid; something that can be just a rumor and I am not able to confirm but what I can confirm is Harry Reid’s tremendous hate for Steven Bannon and his rage while asking President Trump to drop him (CNN’s video below). We know the close relationship between Steven Bannon and Andrew Breitbart, and we know Andrew knew a lot about John Podesta when asking on camera: **“What are you hiding in your closet, John Podesta?”**

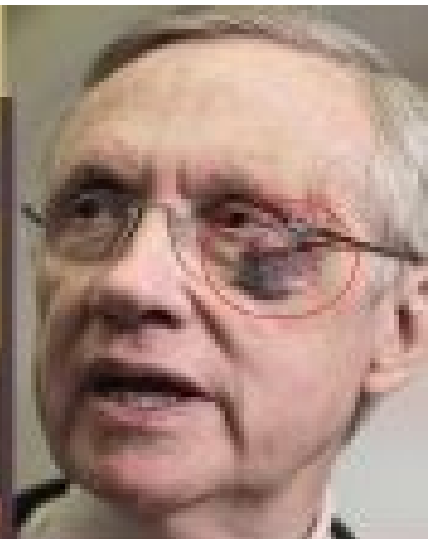
In another article on Reddit, the hacker “Guccifer 2.0”, claims that the Goat Hill pizza is registered in Panama and is a front company used to funnel money to the Democrats. Why should a Sanfransico Pizza place be registered in Panama? Why should the 9th richest person in Congress have a pizza place in the first place? To read the article on [Reddit click here](#).



George W. Bush



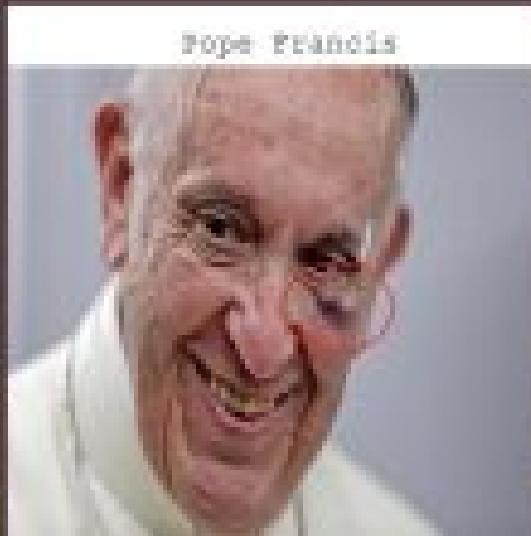
John Kerry



Harry Reid



Prince Philippe



Pope Francis



Prince Andrew



Autopsy: **Breitbart** died of heart failure, had enlarged heart

By David Mervin, author of 'The Rise and Fall of Breitbart News'

7 hours ago · 10K views

Like · Comment · Retweet · Share

How much longer will they all live ("heart attack" or "car accident") or someone for a crime? Post me while you can.

Like · Comment · Retweet · Share

What a coincidence! **Breitbart's** owner died from arsenic poisoning!

Transcribed by: [unclear]
[unclear] New York, NY

PARTNERSHIPS

Our impact increases with every partnership. Candidates, party committees, and progressive allies put our content to work in paid and earned media, polling, and grassroots campaigns.

At the corner of the equation, we expect our partnerships to grow significantly—particularly at the crucial edges of the state level.

In its earliest days, Bridge provided research exclusively on the “independent expenditure” side to President USA, Senate Majority PAC, Open Up the World, NextGen Climate Action, the AFL-CIO, DEM, AFSCME, Planned Parenthood, League of Conservation Voters, and others. That research was used as the foundation for polling and paid media efforts in presidential and Senate races.

In 2016, Bridge took its role as a research clearinghouse to the next level by expanding the content we provide to “coordinated side” campaigns and political parties, further maximizing efficiency and reducing duplication of work by Democratic groups.

As we look to 2018 and 2020, we will further increase our impact by building new partnerships with state parties, local candidates’ campaigns, and state allies.

You understand why you need to VOTE, don't you?

DIGITAL PROGRAM

We know that voters are consuming information in a drastically different way than they have in the past and that they often distrust the traditional news media as sources for information. For most Americans, Facebook is their source for news. In 2013, we will launch a new, robust digital program to impact the process at grassroots and deliver our original research directly to voters.

We will initially focus on Obama-Trump voters in swing states. (There are more than 200 counties that Obama won/lost.) By targeting these voters and testing their reaction to our content with a sophisticated paid, sponsor tested program, we can pave the way for Democrats' strategy to win these voters back in 2016. **Smear Trump on a daily basis just as the media has been doing**

Our content will include smear posters to hook down Trump's daily narrative, comprehensive research reports on Trump's policy positions to his appointees, and voter testimonials from Trump voters who fear the worst impacts of a Trump presidency.

The right's digital model is currently broken for them. We will keeping Republicans, as we have before, by using smears, lies, and more lies.

"American Bridge has become one of the left's most innovative and successful ventures."

—Maurice, May 16, 2014

CAMPAIGN TECHNOLOGY

American Bridge places a premium on bringing technological innovation and creativity to opposition research and campaign communications. Over the past five years, we have developed:

- Live stream technology as part of our tracking program—allowing our DC-based staff to watch events we are tracking across the country in real-time and disseminate information to the press as quickly as a matter of minutes.
- Our “Vault”—a 16-terabyte, fully-searchable video archive created in conjunction with a firm that recently commercialized a Defense Advanced Research Projects Agency (DARPA) development; built from monitoring candidate media appearances on national and local television and radio, as well as tracking public events.
- The “Vault” features a revolutionary “sound search” that allows audio and video searches without any pre-existing transcripts. This technology indexes multi-visual materials by phonetic sounds, allowing us to find useful bits of information buried within our video collection. Because the Vault is our sharing mechanism for groups that access our video database, progressive organizations also have access to this powerful search technology.
- An industry first software system for managing the scheduling and record-keeping for our video tracking program.
- A first-of-its-kind customized database for creating and tracking public records requests that saves hundreds of researcher-hours each year.
- Top-of-class database of federal legislative history that makes generating lawmakers’ voting records simpler and more efficient.

As we move forward into a new era of government and political campaigns, Bridge staffers are already busy training in on the next innovative step we can take to stay ahead of the competition. We are expanding our ability to live stream local events, monitor and record radio programming, and tap into pockets that host Republican politicians and other tracking targets.

OPENED THE DOOR FOR UNEXPECTED DEMOCRATIC SENATE PICKUP IN INDIANA.

By delivering a major research hit against popular incumbent Senator Richard Lugar (he had not lived in the state for 35 years and had improperly charged taxpayers for hotel stays), Bridge helped to open the door for outpolling, extremist Richard Mourdock to defeat Lugar in the GOP primary. Mourdock was as extreme as expected during the period elections most notably claiming pregnancy from rape was “something that God intended.” The rest is history. Democrats won a seat that few would have considered a possibility a year earlier.

280 research books

a flexible network, affiliates, subject matter

EVALUATION

American Bridge will constantly monitor the following indicators to know if we're on track toward our top outcomes.

Defeat Trump either through impeachment or at the ballot box in 2020. The number of states and the number of TV hours for anti-Trump media coverage we generate will break all interval records. Multiple Trump administrations will become a thing as his administration dies for the disrespect and assault Trump's approach brings with respect to April 2017.

Change the balance of power by measurably impacting US Senate, gubernatorial, and state legislative races. Republicans will spend record resources defending stories generated by Bridge in competitive races. Republicans will be forced to spend money in races that wouldn't otherwise be competitive due to Bridge's work putting them in play.

Keep ourselves from relying solely on the press. Our robust digital program will reach voters directly online. Millions of people will see our content through someone they know or through a contact online. Our own public opinion research will allow us to measure change in opinion among targeted voters who consume our content.

BUDGET AND TEAM

American Bridge's 2018 budget is \$16.7 million in 2017. This budget represents both the work of American Bridge's 501(c)(4) and its Super PAC and covers a total of \$28.6 million.

The 501(c)(4) is creating a 47-person war room to take on Donald Trump with a staff of 25 researchers, a communications team of 16 staff in leading our work to the press and doing rapid response, and a team of six media producers. Bridge will also build out a robust digital program to deliver our content directly to voters. The total cost of the Bridge war room will be \$7.8 million in 2017.

The Super PAC will do research in 16-20 of the most competitive Senate races in the 2018 cycle with two Senate research teams of five people each. We will also do research in the seven most competitive gubernatorial races with two research teams consisting of nine people total. We will also hire 22 robo trackers to be put in the states providing constant votes tracking in all 20 Senate races, along with 18 total gubernatorial races. To enhance this tracking effort further and bring the information to voters and the press in real time, we also plan to invest in expanding our use of live stream technology, and we plan to make new technological advances in our work, including sales and product marketing. Lastly, we will also launch pilot programs to improve our research and tracking infrastructure and capabilities in relation to legislative races. The total cost of the work in the Super PAC will be \$4.8 million for 2017.

MEMBER STAFF

Bradley Beychok, Executive Chief of Staff to the Chairman. Bradley has over a decade of experience managing political campaigns and progressive advocacy organizations. From 2012-2016, he served as President of Media Matters for America, the nation's leading progressive media watchdog, overseeing its 12-million-person budget and team of over 70 people. Prior to that, Bradley served as Campaign Director and co-founder of American Bridge 21st Century PAC, the largest opposition video tracking and rapid response organization in Democratic politics. In 2012, Campaign and Elections magazine named Bradley a "Slayer Star," a select group of operators who the magazine deems will have a lasting effect on the campaign world. A native of Baker Rouge, LA, Bradley began his political career working for the famed political consultant Oliver Caville.

Jessica Mackler, President. Prior to joining American Bridge, Jessica spent nearly a decade working on the ground on campaign across the country, including managing the 2012 Senate race in Nevada and serving as a top advisor to US Senator Mary Landrau during her 2008 reelection campaign. In Louisiana, Jessica directed research and rapid response communications to help overcome a Democratic erosion from the data following Hurricane Katrina, a flood of GOP statewide wins, and a conservative opponent with statewide name recognition known. Fittingly, Jessica got her start as a researcher at EMILY's List, rising through the ranks to become the Deputy Director of Research. She left EMILY's List to co-found what was then one of the only women-run opposition research groups, where she worked with a number of clients who helped Democrats regain majorities in Congress and governor's offices in the 2010 elections. For their efforts, Jessica's firm was named the "Rocky of the Year" by the American Association of Political Consultants.

Eddy Kohn, Vice President. Edlin is a veteran of Democratic anti-conservative politics and currently serves as Vice President of American Bridge. He most recently served as Communications Director for the AFL-CIO's Super PAC, Workers' Voice and the health care organization Protect Your Care. He has also previously worked for the AFL-CIO, Progressive Media USA, John Edwards for President, Matt Largent for Senate, and Spitzer for Governor, as well as multiple congressional races.

CREATED THE PIVOTAL MOMENT AGAINST TODD AXIN TO SECURE A DEMOCRATIC VICTORY IN A RED STATE.

It was an American Bridge tracker who first identified Axin's "legitimate rape" comments, when the undercover missed its significance. Driving the last insurance video articles, and intensive talking mailers sent to Missouri voters, we showed that Axin's extremism was not limited to a one-time gaffe.

Bradley Beychok



This an American Bridge official campaign advertisement which has been tailored before the election, during the campaign. You can see how their war room would look like at the time. Imagine it with triple capital, dedicated by Soros in late 2016, mid-2017 and early 2018. This is Jessica Mackler.

Eddie Vale



This video by an independent Youtuber confirms some good points that I've noted like when the Washington and CNN officially asked people to not look into the WikiLeaks emails because they were stolen and "it is illegal for people" to investigate those emails and a few other points.

The next part of the document is about "Crew" which is another Media Matters' subdivision dedicated to focus on conflicts of interest within the Trump administration. The issues and lawsuits regarding President Trump and his team's conflicts of interest come from this sub-division.

CREW

est. 2003

America's Nonpartisan Watchdog Against Government Corruption

Combating Abuse, Ensuring Accountability

CREW will be the leading nonpartisan ethics watchdog group in a period of crisis with a President and administration that present possible conflicts of interest and ethical problems on an unprecedented scale. CREW will demand ethical conduct from the administration and all parts of government, expose improper influence from powerful interests, and ensure accountability when the administration and others shirk ethical standards, rules, and laws.

AMERICA'S NONPARTISAN WATCHDOG AGAINST GOVERNMENT CORRUPTION

So even bringing up a law is aggressive if doesn't match with
their unlawful conduct.

COMPETITIVE ANALYSIS

The nonpartisan coalition that has driven good government reform for decades now finds itself outgunned.

Judicial Watch, the most frequently cited conservative watchdog organization, has a \$30 million annual budget. It consistently caused problems for President Obama and Secretary Clinton through aggressive Freedom of Information Act litigation and other lawsuits and a steady stream of reports and press outreach.

Donald Trump presents conflicts of interest and possible ethical problems on an unprecedented scale, and special interests are pushing to influence both parties in Congress. Yet Judicial Watch and similar groups like Cause of Action and the Foundation for Accountability and Civic Trust (FACTI) have been conspicuously quiet.

Responding to this crisis requires an ethics watchdog with the credibility, resources, and willingness to hold Trump and his administration accountable.

bolstered by bipartisan board leadership and a winning record even in the face of partisan gridlock, Citizens for Responsibility and Ethics in Washington (CREW) is prepared for this fight.

Now is the time to scale.

OVERARCHING STRATEGY

CREW knows how to use litigation, legal complaints, research, and press outreach to get results.

We must significantly ramp up to fill the gap in serious ethics analysis and legal accountability for the new president and the rest of the government.

Donald Trump brings with him massive global conflicts of interest and an apparent disregard for the traditions and rules aimed at protecting the government from improper influence.

To avert this coming ethics crisis, CREW will significantly enhance our capabilities to monitor conflicts of interest and executive branch ethics, use FOIA to effectively keep tabs on the activities of the administration and federal agencies, and take legal action including active litigation to bring about accountability when the law is broken.

CREW is not aiming to imitate Judicial Watch, but rather will establish itself as a credible but aggressive nonpartisan watchdog seeking accountability for ethical lapses and improper influence in the new administration. We welcome groups like Judicial Watch to join us in holding this administration accountable.

TOP OUTCOMES

It's a lie if Trump complies with them, it's ok if not they try to create standards

CRDW is successful in forcing Trump to behave ethically. It will help protect the country from scandal and disastrous policy choices. If Trump does not bow to this pressure, CRDW will hold him accountable.

In the next four years, CRDW is focused on achieving the following outcomes:

Sounds familiar doesn't it?

Trump will be afflicted by a steady flow of damaging information, new revelations, and an inability to avoid conflicts of interest. For as long as Trump maintains the ethically defensible position of keeping his business empire in the family while serving as president, CRDW will relentlessly probe his actual conflicts of interest and administration ethics problems through aggressive use of research, open records requests, legal action, and FOIA litigation.

Responsible for more than 40% of the total fines given out by the SEC in 2016 and just about all of the fines levied in 2018 resulting from complaints by good government groups

The Trump administration will be forced to defend illegal conduct in court. CRDW will bring about legal accountability for executive branch ethical and legal violations through complaints and litigation. This will bring significant pressure on investigative agencies and Congress to investigate violations of law and the constitution, which appear likely to begin on day one of the Trump administration, and we will litigate everything aggressively forcing the administration to defend civil lawsuits, FOIA litigation, and whistleblower suits.

Powerful industries and interest groups will see their influence wane. CRDW will expose and curb the improper influence of powerful industries and interest groups on the administration and on both parties in Congress with successful legal complaints and litigation to rein in dark money, reckless campaign finance abuses, and the misuse of nonproliferity, Trump and others.

Dark money will be a political liability in key states. CRDW will make the use of dark money, campaign finance violations, and ethics abuses at the state level a major issue in key states that will be the focus of massive spending and attention in the lead up to 2018 and 2020 elections.

Our Impact

EXPOSED TRUMP FOUNDATION'S ILLEGAL DONATION TO FLORIDA AS PAIN BONDS, IGNITING A MAJOR SCANDAL

CRDW's initial 95 complaint against the Donald J. Trump Foundation for its \$25,000 gift in 2010 to a political organization associated with Florida Attorney General Paul Smith was the first to convert the dots, and expose a major Trump scandal. The money had been directed from Trump personally and illegally given from the foundation's funds. Our complaint generated investigations and stories by the Washington Post, New York Times, every major paper in Florida, and the Wall Street Journal, and still reverberates today. Read more here.

THE CREW PLAN

CREW has been successful for more than a dozen years using legal complaints and litigation, in-depth research and Freedom of Information Act requests, and aggressive communications to shed a light on unethical conduct and improper influence. CREW was founded in part to fill the void in accountability and ethics enforcement as figures like Tom Delay and Jack Abramoff ran amok in the early 2000s. In the ensuing years, CREW achieved successes both in exposing and making ethics abuses its motto parties and in pushing to highlight and limit the corrupting influence of money in politics.

We now face a likely ethics crisis in the incoming Trump administration that is far greater in scale.

CREW must scale accordingly.

Here's how we'll do it:

NON-STOP WATCHDOGING

CREW will quadruple the size of our research staff and more than double the size of our legal team to expand our capacity in the following key areas:

CONFLICTS OF INTEREST AND ETHICS VIOLATIONS

CREW has already been featured in coverage of Trump's conflicts of interest in every major national media outlet, and we worked intensively with the New York Times editorial board to condemn the utterly inadequate solutions Trump has proposed. Now CREW Governing Board Chair Ambassador Norm Dixon and Vice Chair Richard Painter have been the focus of bipartisan outrage over this ethics crisis, appearing hundreds of times in major media outlets since the election.

Going forward, we will comprehensively monitor both the Trump businesses and the actions of the administration in order to defend and highlight all of the conflicts of interest that arise between Trump's massive global business interests and his actions as president. **BRUCE KASSER?**

Already, Trump's Cabinet picks and top advisers present more conflicts of interest and greater potential for special interest influence than those of any previous administration. We will monitor and highlight conflicts of interest and ethical violations by Cabinet officers, senior White House officials, and other senior appointees and influential advisors, including the Trump family members who appear poised to take on prominent roles.

INFLUENCE OF SPECIAL INTERESTS

CREW will comprehensively monitor the secret influence of powerful special interests on the Trump administration, including the heavy presence of executives from powerful industries, as well as lobbyists and other representatives of special interests in key administration positions.

"[T]he leading contender to assume the role of a liberal Judicial Watch is Citizens for Responsibility and Ethics in Washington, an organization founded in 2003 with an announced goal of rooting out government corruption."

—Politico December 16, 2016

Media Matters is a long-term sworn enemy of NRA. Unlocking the map considering future proves the past, we are decoding every major accident-event in recent decades. There is no question how the establishment needs to disarm Americans. 150 million armed Americans are a hidden army. They are armed by their Second Amendment rights to fight any tyranny, and of course, the deep state tyranny needs to disarm them. The hostile attacks of Media Matters on NRA,

the existence of a gun control department in Podesta's Center of American Progress (CAP) where David Hogg; the Parkland Shooting Star works for, is a great sign why this guy is the poster face of gun control. **Who is spending money to mobilize the 16 years old children and pays their bus and lunch to work as gun control activists? Media Matters. Whom does David Hogg work for? John Podesta. Is it difficult to connect the dots now?**

CREW "could set its own template for forcing our federal regulators to crack down on campaign finance violations by the types of outside groups that have been made in money since the Supreme Court's 2010 Citizens United ruling."

— Mother Jones

A black funded organization should influence everything but others

should not

NRA

We will shine a light on the use of money by powerful groups to impact key issues. Our repeated complaints in 2015 and 2016 against the National Rifle Association, which consistently has no political spending, and the Center for Medical Progress, a group that lied to the FDA about its agenda to attack Planned Parenthood helped to define the public understanding of these groups for interest groups and forces that their efforts to influence issues and policy were not in the open.

CREW will diligently monitor FEC and IRS filings of political organizations and campaigns, personal financial disclosures required for executive branch officials, responses to our many open records requests, and lobbying disclosure reports to shed light on ethics and campaign finance problems whenever they occur in the government and the political system.

CONGRESSIONAL ETHICS

Target

CREW will keep highlighting congressional ethics violations, like our repeated complaints against Rep. Dan Claitor for personal use of campaign funds, and exposing the influence of powerful interests on members. In 2016 we produced an extensive report on special interest funding of new members of Congress from both parties. In 2017 and beyond, we will expand on this type of research and ensure that congressional influence and corruption remain issues of great public concern.

CAMPAIGN FINANCE

The 2018 elections, particularly at the state level, will be hugely important as a potential response to and check on the Trump administration. CREW will play a significant role in monitoring campaign finance, special interest influence, and ethics in the coming state campaigns.

CREW will highlight the influence of special interests including the Exxon brothers, AT&T, corporate interests, and others at the state level in order to inform voters of the forces attempting to influence them.

CREW will also continue to effectively expose and attack money in politics affairs including by exposing misuse of transparency for politics, such as the Trump Foundation's illegal political contributions and campaign activity; obtaining accountability for dark money abuses, such as the FEC fines CREW obtained for three Koch brothers-backed dark money groups; and pushing for enforcement of dark money rules including in our litigation to get the FEC to enforce the rules against several corporations and individuals.

Our Impact

WON GROUNDBREAKING DECISION AGAINST FEC FOR FAILING TO INVESTIGATE ILLEGAL POLITICAL SPENDING

CREW filed Federal Election Commission (FEC) complaints following the 2008 election cycle against the American Action Network and Americans for Job Security, two nonprofit organizations with combined spending of more than \$200 million since 2009. They had spent millions of dollars on campaign-related ads, but failed to register as political organizations or disclose their donors as required by law. While the FEC's Office of General Counsel recommended no investigation, the commission decided to sue. CREW used the FEC for failing to take action. Our lawsuit made national news when a federal district judge ruled in CREW's favor in September 2016, directing the FEC to reconsider the case using a much broader definition for what constitutes a political ad. This decision will make it much harder for dark money groups to use loopholes that they've used to avoid their donors and already appears to have reduced the number of these cases filed in court in the future.

The rest of the document explains in details how CREW subdivision of **Media Matters** is focused on creating endless lawsuits on the administration and its supporters to cut their funds and create an ongoing battlefield to consume them and block each of their single moves.

FREEDOM OF INFORMATION ACTION REQUESTS

CREW's expanded research and legal teams will dramatically increase its use of Freedom of Information Act (FOIA) requests, a powerful tool to uncover information behind secret processes and investigations. We will submit FOIA requests to uncover:

- Conflicts of interest and ethical and legal violations.
- Improper influence by lobbyists and special interests.
- Problematic secrecy in policymaking and enforcement (including inappropriate mixing of business interests and political considerations in decision-making).

A steady stream of open records requests will keep constant attention on Trump's unprecedented conflicts of interest, and we will press aggressively for investigation by Congress and law enforcement. When our requests are stonewalled, we will use comprehensive and frequent litigation to compel openness and responsiveness.

LEGAL COMPLAINTS AND LITIGATION

CREW uses suiting-edge litigation to push for accountability. We will use our expanded legal team to file complaints and lawsuits in the following areas:

- Violations of the law and the US Constitution, potentially including improper conflicts of interest, "encluments," foreign-corrupt practices, and other violations.
- Campaign finance violations as they will likely continue to emerge in connection with last year's presidential election and coming congressional and presidential elections.
- Ethics abuses in Congress and in congressional races in key states, where dark money will play a record-setting role.
- Misuse of nonprofits for politics, such as the Donald J. Trump Foundation and the foundation's illegal political activity.

In every case, we will highlight abuses to press for investigations, encourage accountability, and take out wrongdoers.

PRO BONO ARMY

We will enlist an army of pro bono lawyers to help CREW take legal action to hold the new administration and others accountable for conflicts of interest, ethics abuses, and violations of law.

Already, top law firms and talented lawyers across the country, with specialties including civil litigation and FOIA, are volunteering to help with this effort.

CREW will organize this enthusiastic and capable cadre of lawyers to enable us to obtain more information about conflicts of interest, influence, and secret government action and to advance more legal theories and litigation approaches to ensure accountability for wrongdoing and violations of law and the constitution.

More than 500

domestic media hits, 70 TV and radio mentions (valued at more than \$35 million), and fingerprints on almost 100 major outlet stories in September alone due to exposing the Trump Foundation scandal

COMMUNICATIONS

CREW's communications team has worked effectively to expose ethical violations and money in politics abuses, sparking regular stories in the Washington Post, the New York Times, and the Wall Street Journal, among many others, and partnering with top reporters to move major stories forward.

In 2017 CREW will triple the size of our communications team, ramping up to spread the word about the incoming administration's unprecedented ethics crisis further and wider. We will build on our strong print media relations, and expand to become a regular source of information on broadcast and cable news and online.

Additional CREW staff will build a dynamic social media presence and dramatically increase traffic to our recently-overhauled website.

We will also significantly expand our outreach to local media, ensuring that our work to shine a bright light on improper influence and unethical government reaches people where they live and where they get their news.

EVALUATION

CREW will constantly monitor the following indicators to know if we're on track toward our top outcomes.

Trump will be afflicted by a steady flow of damaging information, new revelations, and an inability to avoid conflicts issues. The press coverage we drive (both quantity and quality) of Trump's conflicts of interest and other ethics violations will break internal records.

The Trump administration will be forced to defend illegal conduct in court. The legal and administrative complaints CREW brings and the litigation we initiate and join to bring about accountability for administration conflicts of interest and ethical violations will result in voluntary changes in behavior, government agency action to enforce the law or require compliance, court-ordered consequences for violations, and orders to disclose government information to the public.

Powerful industries and interest groups will see their influence wane. Our legal complaints and litigation will lead to fines and enforcement, abandonment of improper forms of influence and campaign finance abuses, court decisions enforcing the law on money in politics, and increased oversight and better rules from agencies and Congress.

Dark money will be a political liability in key states. CREW will generate state and local media coverage of ethics abuses and improper influence in selected states. Our legal complaints and lawsuits responding to state abuses will produce concrete results. And key local officials and groups will draw attention to ethics and influence issues.

"Congrats, @CREWnew! Americans deserve light shed on the dark money polluting our democracy."

—Senator Sheldon Whitehouse on our successful efforts to have the FEC levy fines against three Koch brothers-backed dark money groups

BUDGET AND TEAM

CREW is a nonpartisan 501(c)(3) organization. CREW's 2017 budget is \$5.8 million which will double its size from 2016. The reason for this expansion is the enormous demands that will be placed on this organization this year. Judicial Watch which is CREW's analog in the Conservative movement has been spending an average of almost \$20 million a year since 2012 when President Obama was re-elected.

In 2017 CREW is planning to expand to a staff of at least 38. We will more than double the size of our legal team, and add to our research and communications shop (including web and social media). We will also expand our administrative and paralegal capabilities. The increased budget will also cover outside legal services, web and social media services, and research and investigative resources. Our expanded staff will allow for a comprehensive Freedom of Information Act team with litigators, researchers, a coordinator and a paralegal; an executive branch ethics team with dedicated lawyers, a business researcher, and an executive branch researcher; a state team with a dedicated counsel and specialized researchers; as well as expanded capacity in all aspects of the office, crucially including litigation.

SENIOR ORGANIZATIONAL LEADERSHIP

Noah Binkindes, Executive Director Following an extensive national search, CREW hired Noah as Executive Director in March of 2015. Noah formerly served as a federal prosecutor in the Justice Department's Public Integrity Section and as Chief Counsel for Criminal Justice of the US Senate Judiciary Committee. Before joining CREW in 2015, he served as Director of the US Sentencing Commission's Office of Legislative and Public Affairs, where he helped guide the commission on important policy decisions including its 2014 reduction of federal drug sentences. In his position as Chief Counsel for Criminal Justice of the Senate Judiciary Committee, he advised Chairman Patrick Leahy on a range of criminal justice issues including violent crime prevention, fraud, public corruption, and criminal justice reform, and helped manage communications during the confirmation hearings of US Supreme Court Justices Sonia Sotomayor and Elena Kagan. He has also served as a Special Assistant United States Attorney in Washington, DC, and as an adjunct professor at both Howard University and George Washington University Law Schools. Noah is a graduate of Yale University and Stanford Law School.

Our Impact

FORCED THE FEC TO IMPOSE LARGEST FINE OF THE POST-CITIZENS UNITED ERA ON THREE KOCH-BACKED DARK MONEY GROUPS.

In July 2016, the usually deadlocked Federal Election Commission acted on our complaint and imposed substantial fines on three organizations—the 60 Plus Association, the American Future Fund, and Americans for Job Security—for illegally failing to disclose the source of money earmarked for specific campaign advertisements. The money in fact came from an organization that was central to the Koch network at the time. The FEC's fine of \$233,000 was the largest of the post-Citizens United era, and represented 40% of the fines imposed by the FEC in 2016 (and almost all of the fines generated by complaints from outside organizations). Given that the FEC is an agency characterized by partisan gridlock and an inability to enforce campaign finance law, this was a breakthrough and a testament that CREW's groundbreaking research and legal work can push even the least functional government agencies to act.



Take a look at his page and see he is obsessed with his targets; Scott Pruitt and Kushner.

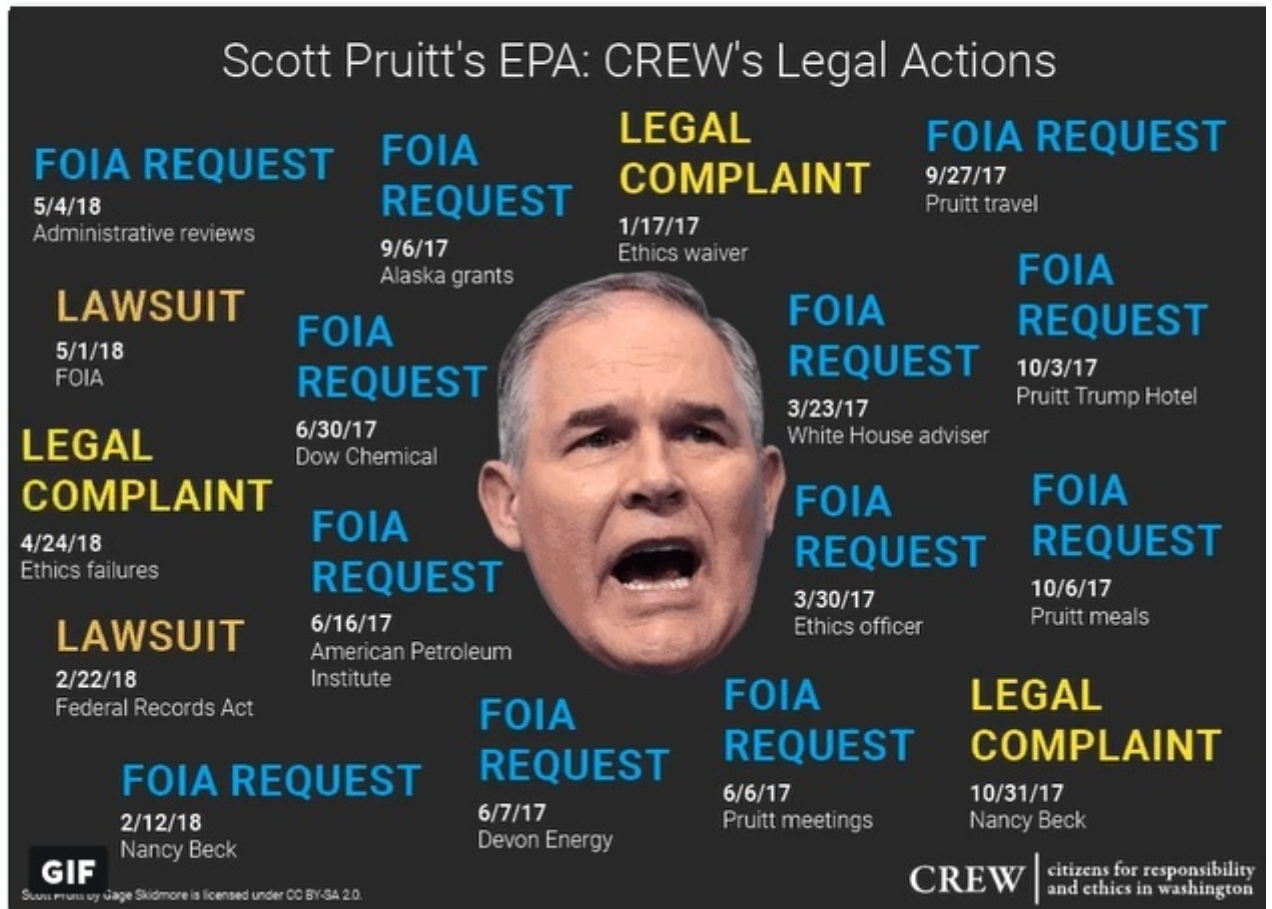
The steel deal is bad too!

↳ NOAN BOOKBINDER Retweeted

Citizens for Ethics @CREWcrew · Jun 8

CREW

Scott Pruitt can't stop creating ethics scandals. Our lawyers can't stop taking legal action against him.





Noah Bookbinder ✓ @NoahBookbinder · Jun 12

Administrator Scott Pruitt's EPA appears to be deliberately slowing the release of public records. @CREWcrew has already had to sue the EPA under the Freedom of Information Act.



House Democrat accuses Scott Pruitt of delaying public-records req...

The "first-in, first out" tactic for requests made through the Freedom of Information Act is yet another example of the EPA restricting what records...

[washingtonpost.com](https://www.washingtonpost.com)



Noah Bookbinder ✓ @NoahBookbinder · Jun 13



Does EPA Administrator Scott Pruitt wake up each morning thinking, "What appallingly unethical thing can I do today?"? Just wondering.



EPA chief Scott Pruitt tapped aide, donors to help wife land job at co...

Those efforts raise more ethics questions for the Environmental Protection Agency's administrator.

[washingtonpost.com](https://www.washingtonpost.com)



Noah Bookbinder ✓ @NoahBookbinder · Jun 15



.@CREWcrew's @NormEisen & @VirginiaRCanter - with a half century of government ethics experience between them - explain why EPA Administrator Scott Pruitt's myriad ethics violations are unprecedented and cannot be tolerated.



Perspective | We advised federal officials on ethics for years. Scott P...

The EPA administrator is the swampiest creature in Trump's Cabinet.

[washingtonpost.com](https://www.washingtonpost.com)

Adam Rappaport, Chief Counsel and Assistant Director. Adam has worked at CREW since 2009 and recently was promoted to Chief Counsel and Assistant Director. Prior to joining CREW, Adam practiced law at Levine, Sullivan, Koch & Schultz, LLP, where he represented members of the news media in seeking access to government records and proceedings and defended them in defamation cases.

Before that, Adam served as a law clerk for Judge David G. Trager of the US District Court for the Eastern District of New York. Adam covered Congress for National Journal's CongressDaily and the States News Service before attending law school. He received his JD. with honors from the University of Chicago and his B.A. from Wesleyan University.

Jennifer Abrams, Policy Counsel. Jennifer has been CREW's Policy Counsel since 2015. Prior to joining CREW, Jennifer worked in the Office of General Counsel of the United States Sentencing Commission, where she led teams of lawyers and researchers advising the bipartisan Commission on issues like drug policy and human rights abuses, and advised the Commission's federal judges and judicial employees on complying with the Code of Judicial Conduct.

Before that, Jennifer served as a law clerk for Judge Thomas E. Russell of the US District Court for the Western District of Kentucky. Jennifer received her JD. and LL.M. degrees from Duke Law and her B.A. from the University of Pennsylvania.

Matt Corbin, Research Director. Matt is the Research Director at CREW, where he has worked since 2012. Before joining the CREW team, Matt worked as an Assistant Editor at the Center for American Progress, where he wrote for ThinkProgress and The Progress Report. Matt received his B.A. from Wake College and earned an M.A. in Political Science from George Washington University.

Jordan Liberman, Communications Director. Jordan has served as CREW's Communications Director since 2016. A native of Philadelphia, Jordan previously worked on campaigns from Pennsylvania to Alaska. Prior to joining CREW, he ran a communications consulting firm specializing in nonprofits. Jordan received his B.A. from the Johns Hopkins University.

Stuart McPhail, Litigation Counsel. Stuart has served as CREW's Litigation Counsel since 2016. Prior to joining CREW, Stuart worked as a litigation associate with Gibson, Dunn and Crutcher LLP and, before that, Paul, Weiss, Rifkind, Wharton and Garrison LLP. Stuart clerked with Judge Fortunato Fernandez of the US Court of Appeals for the Fifth Circuit and with Judge Maxine Chesney of the US District Court for the Northern District of California. Stuart received his JD. from Columbia Law and his B.A. and B.S. from the University of Maryland.

FORCED DISCLOSURE OF MYSTERIOUS \$1 MILLION CORPORATE DONATION TO A NJ DEMOCRATIC SUPER PAC

In February 2016, CREW brought a complaint against Coalition for Progress, a New Jersey Democratic super PAC backing Jersey City Mayor Steven Fulop for his widely expected gubernatorial run, when a mysterious shell company funneled \$1 million into the super PAC the day after it formed. That money could not have so quickly constituted legitimate earnings by the company. This complaint became a major local story, covered by Political New Jersey, the Bergen Record, and NJ.com, among others, and led to the secret donor revealing himself publicly in the summer of 2016. Ultimately, Fulop abandoned his gubernatorial run.

And who is Steve Fulop that they protect??

Organized by students?? I wonder why any student who refused to participate has been suspended from the school?

Read the article in [The Washington Post here](#).

A student was suspended after staying in class during walkouts. Here's what actually happened.

By [Marissa F. Schappell](#) [@marissafschappell](#) [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)



Students' suspension notices. Willard Local Schools suspension notice for Jacob Skumacher, dated March 28, 2018. (Source: Facebook)

An Ohio high school student has found himself at the center of political controversy after an online post about his suspension for staying in class during the national student school walkout went viral.

But that story isn't exactly true.

Jacob Skumacher, a senior at Willard Davidson High School in Willard, Ohio, was in fact suspended.

Shareblue

est. 2019

The Antidote to Breitbart

Emboldening the Opposition, Empowering the Grassroots

Shareblue will take back social media for Democrats.
We will delegitimize Donald Trump's presidency by
emboldening the opposition and empowering the majority
of Americans who oppose him. Shareblue will be the
dynamic nucleus of a multi-platform media company
that informs, engages, and arms Americans to fight.

vision

THE ANTIDOTE TO BREITBART

COMPETITIVE ANALYSIS

Progressive media platforms are not positioned for this fight. They influence mainstream media and political elites, but do not reach people where they are. They advocate for progressive issues, but avoid partisan combat.

Just check out the vocabulary. Nothing hateful here. Not at all!

The Trump campaign spoke directly to voters—and not just through Donald Trump's Twitter feed. It used Facebook, and racial and misogynistic, often fake news sites with massive followings, to take both his victory and his lies straight to the people.

Emboldened by Trump's victory, this messaging apparatus, led by Breitbart, will only become more dangerous in the next four years. Tooth and nail to shut down Breitbart.

Progressives need a media outlet with the power, influence, and reach to combat Trump and the media ecosystem he has emboldened.

Shareblue will become that outlet by differentiating itself in four key ways:

We won't wait to see if he is doing good. We will smear him anyway.

Willingness to engage in partisan combat. We are not waiting to see what Trump does in office. We do not give him the benefit of the doubt. He has told us what he wants to do for our country, and we believe him. We dedicate every day to calling out Trump and all who cooperate with him (including Democrats who capitulate to his administration), and bolstering those who most effectively oppose him (including Republicans who resist against his rule). We are bold, far-reaching, and we are not backing down. Authoritarianism, kleptocracy, cooptation by Russia, and white supremacy are well within our sights, and we must fight back.

Connective to grassroots. Shareblue does not rely on mainstream journalists to advance our message. We take it straight to our more than one million followers, who share it widely with their networks. Some groups created during the 2016 campaign appeared inauthentic and were avoided by grassroots users. In contrast, engagement with Shareblue content soared, and our following continues to grow.

Facebook native. Shareblue is a Facebook community first and foremost. We do not need to adapt to a new environment; we're already where we need to be. Our team, and our audience, lives on social media. With some of the highest interaction rates of any mainstream or progressive political media site on Facebook and Twitter, we know what works on social and what doesn't.

Emotionally resonant. Messaging based solely on facts doesn't resonate with a broad audience. Connection and engagement on a personal and emotional level—specifically hope, happiness, or angst—drive success. Depression is a susceptibility to shame and anything misogynistic is toxic to our position. Shareblue creates fact-based content that connects with our audience on a visceral, emotional level.

As we've never seen anything regarding "hope" and "happiness" in media hysteria, the only "emotional factor" which remains is ANGER.

Over 1 million
Facebook followers

OVERARCHING STRATEGY

Shovelbait is a digital attack

In year one, we've begun to take back social media for Democrats by creating some of the most widely shared content of the election cycle.

This was the main strategy from day 1

to put his team on constant defense

Going forward, we'll take share from like-minded but combat-averse digital competitors. Our relentless coverage of Trump models how to put him and his administration on the defensive, and keep his popularity low. By revealing the hypocrisy and revealing the grossness, Shovelbait generated the resistance to Trump and bolstered the morale of the majority of Americans who didn't vote for him. And we won't hesitate to call-out Democrats who equivocate on Trump's dangerous policies or surrender to his bullying tactics.

Further, we'll take share from corporate media, who are—in the short time since the election—more concerned about losing access to Trump than covering him aggressively. If the mainstream media fails to hold Trump to account, increasingly frustrated Americans will turn elsewhere for news and opinion—our main fear.

To compete with Breitbart and the right-wing media infrastructure that will do Trump's bidding, Shovelbait must scale up from a Facebook native news site to a diversified media company, operating across platforms with varied and ever-growing content offerings and products.

Shovelbait's aggressive strategy is to grow our audience, maximize impact, and scale to reach our potential as a profitable media company.

50% YoY employment increase

GROW AUDIENCE

Every data point demonstrates that Shovelbait is growing its audience. Since July 1, there were 167 million unique viewers of our content, a 50% increase from the first six months of 2016. Daily average impressions have doubled since the first half of 2016.

Net:

Every moment that we are not codifying our audience behavior or building our database is a loss that's greatly compounded over time. Like a 401K, the earlier we catch back to it, the greater the returns.

Our Impact

DROVE NARRATIVE-SHIFTING, NATIONALLY TRENDING HASHTAGS

Our team has created at least 18 hashtags that trended nationally on Twitter—a clear demonstration of our capacity to reach millions and shape the national conversation.

#WeHonorBrexit and #HaveMerkelYaknow drew attention to the commitment, joy, and enthusiasm of Brexit supporters; #TrumpCautious and #JustInCaseMilitary spotlighted the false equivalencies in media coverage between Trump's multitude of incoherent actions and statements, and Clinton's email; #WhereasTrump called on the Secret Service to investigate Trump's movements of violence against Clinton.

As a result, a balance between the amount of negativity and positivity would be achieved (as 2016 was a crisis).

Unsurpassed reach: up to 100 million views
#TrumpCautious 77,000+ mentions
#WeHonorBrexit 11

Building on our highly engaged core, ShareBlue will focus target on the Democratic voters and Trump opponents who are likely to share our content and engage others. To reach the largest and most influential audience as quickly as possible, we will employ predictive analytics—a capacity we have in house.

Reaching our potential audience, however, will require expanding beyond Facebook. While our Facebook presence is our greatest strength, it's also a vulnerability: It should not be wholly dependent on a third-party platform. If Facebook makes changes to its algorithm, ShareBlue's audience could drop precipitously.

ShareBlue must arm itself against the whims of Facebook's algorithm by building our presence on other social platforms, and developing distribution tactics for the ads. We'll do this by expanding our content offerings to drive habitual viewing, super-serving our most engaged users, and increasing earned media to build the ShareBlue brand.

BUSINESS IMPACT

In the 2016 campaign, American Bridge and Current the Record relied on the mainstream media to get messaging and opposition research out. Instead of going to the gatekeepers directly. Once they debunked a major story in full (e.g., Clinton Cash), the New York Times journalist that helplessly attacked the Clinton Foundation's donations and financials, they weren't able to disseminate information to the gatekeepers.

ShareBlue is positioned to bring opposition research from American Bridge and other progressive groups, as well as facts and intel from Democratic House and Senate committees, from significant political writing desks—and disseminate it directly to our followers that daily drive partisan campaigns.

The right has done this effectively (though deceptively) for years. They have brought down progressive organizations and damaged Democrats. In addition, there has been an influx of Republican campaigns and candidates citing bogus news stories from writers under influence, such as the Washington Post. However, ShareBlue is political ads and communications.

Now, we can use our own social media platform to both expedite opposition research and perfect its delivery system to expose Trump allies and collaborators, and to damage Trump. We will aim to have our factual news stories repeated in Democratic communications and paid political ads.

ShareBlue's business model has spent the last decade working to build various parts of the national progressive infrastructure. We have worked with the White House and Capitol Hill in presidential campaigns and with virtually every major progressive advocacy group. We will leverage unprecedented access to decision-makers at every level of the Democratic establishment and progressive movement to focus news and largely damage the Trump administration.

SCALE BE A MEDIA COMPANY

ShareBlue occupies a unique place in the media landscape. As this primary platform grows in audience and impact, we'll leverage these assets appropriately to establish a powerful brand, generate revenue, and drive to financial sustainability. Reaching these goals is critical for talent recruitment.

They practically say they have worked with the WH in past decade to create progressive content in favor of that administration, and as a result, they have assets to people in high positions and will use their leverage to urge those people with ShareBlue to damage Trump.

#2 Facebook
interaction rate

among major political news sites
during 2016 election cycle

We'll flourish the Shareblue brand by expanding our presence on TV, increasing earned media, and with greater and more targeted outreach to influential media and politics.

We'll diversify content products to include email newsletters, podcasts, and discuss editorial and video content, all of which can be sponsored by strategic partners.

We'll expand on mobile platforms via apps.

"A necessary voice in a world teeming with conservative radio, television and internet outlets that fire up the Republican base."

— Nick Merrill, in *New York Times* profile of Shareblue

TOP OUTCOMES

When Soros started to call George Bush a thief in the White House.

These extraordinary media outlets historically thrive when in the opposition (think Talking Heads, Meme and Daily Run in the 1990s or Rush years). Now is the time to build Shareblue's audience and influence.

In the next four years, Shareblue is focused on achieving the following outcomes:

Results

Shareblue becomes the go-to news outlet for grassroots Trump opponents.

Shareblue becomes the de facto news outlet for opposition leaders.

Lowering Campaigns

Trump allies are forced to step down or change course due to news we push.

Under pressure from Shareblue, Democrats take more aggressive positions against Trump.

Achieve financial sustainability while diversifying content offerings and platforms.

Top editorial and writing talent leave competitors to join Shareblue.

Our big money goal better

Our Impact

CREATED THE MOST SHARED POSITIVE CONTENT OF HILLARY CLINTON'S CANDIDACY.

Our most successful post of 2016, "Hillary Clinton is one of the most ethical (and most fed about) political leaders in America," was shared over 800,000 times—almost double the *New York Times* editorial endorsing her. Additional articles were shared hundreds of thousands of times, including: "I was one of the most ardent Hillary haters on the planet... until I read her results," and "I published this photo of Hillary Clinton and the response was incredible."

THE SHAREBLUE PLAN

In its first year, Shareblue proved it could engage millions of people with its content, impact the national conversation, and be a credible and valuable platform for Democratized news and the progressive grassroots.

But at such an urgent, alarming time in our national politics, being good isn't enough. We must become the antithesis to Breitbart.

Going forward, and to drive to our top outcomes, Shareblue must expand its editorial capacity, broaden and deepen its outreach to allies, upgrade our technology, and get on the path to sustainability as a business.

That is how we'll do it:

CONTENT

EXPAND EDITORIAL

Shareblue content is highly successful. Articles are often shared more than 10,000 times, and our average daily impressions are 1.1 million. Coming into 2017, we are publishing more content, more often, and under more bylines than at any point in our brief history. With an increase in production, our audience is growing: Users use Shareblue posts 12.5 million times since July 1, a 50% increase from the first six months of 2016.

We must expand our editorial capacity, and recruit more full-time writers, lead reporters, and editors who create, debate, and promote content up to our high standards and in Shareblue's signature style.

Against a noisy, disorienting, and fractured digital landscape, Shareblue's steady, moderate voice is urgently needed.

65 million
Facebook monthly
impressions

OUR EDITORIAL PRIORITIES INCLUDE: You speak independently? You act authoritarian.

- Calling out all signs of authoritarianism and hegemony. Championing voices who find best right to serve us.
- Maximizing coverage of the influence of Vladimir Putin and Russia on Trump and his administration. Coverage of Russia.
- Exposing Trump as a white "punk" dressed "best" vulnerable to quelling.
- Repetitiously stating the facts that he has no mandate, lost the popular vote, and is the least popular president elected in modern American history.
- Exposing the leading role of Mike Pence, who is replicating the right-wing government ideology for selected US states.
- Demystifying Trump's "conflicts of interest" and telling them what they are. Exposure of the nation's interests.

- Spotlighting the Trump administration's road map to white nationalism, and the ways in which they explicitly empower white supremacy *How many hateful words??*
- Tracking and fighting back against white GOP legislation in Congress
- Following SCOTUS nominations/appointments/major cases
- Steady breaking coverage of the grassroots opposition and resistance efforts outside the Beltway *Why should any mainstream take huge positive coverage while repeating the (immediately) disproven?*
- Positive coverage of Democrats who boldly call out Trump and aggressively work against him, Pressure on Democrats who consider giving him credit *Attack, destroy*
- Media criticism exposing mainstream journalists who normalize Trump, and highlighting those who hold him accountable *Those who attack will attack him*
- Fighting outrage fatigue

AGGREGATE

With increased editorial capacity, Shareblue will expand our daily production by aggregating content. We will do this in two ways:

- An aggregation editor will look for content from across the internet, which informs and inspires our readers, and tracks with our editorial priorities.
- Build a proprietary database that is specifically designed to amplify negative content for Trump and others ~~opposed to~~ opposed to the resistance. Further by pulling the most widely shared progressive content from the top 1000 social media accounts. Shareblue's algorithm will not only aggregate, but also news and opinion. These people are not new info. They just are about "stealing" the election and controlling it.

MORE VIDEO

While traditional 30-second TV spots were important in the 2016 campaign, online videos regularly generated attention and airtime from media outlets, and were shared across millions of screens in social networks. Trump's ads videos were not highly produced, but were easily shared across Trump's social media platform, which generated large numbers of views and allowed him to target specific groups.

Shareblue's ads Trump videos, optimized for mobile viewing and sharing, were viewed over 20 million times during the 2016 campaign. Democrats often struggle to convey facts in ways that can be easily understood. Shareblue specializes in

simplifying stories, facts, and data through videos, stories, and other highly shareable visual content.

In addition to our own rapid response videos looking TV clips with a strong message, Shareblue will also amplify credible, authentic video content (e.g., Fox Hunt Flash-Mob that first appeared in New York during the campaign). These videos boost opposition morale, are widely shared, and garner positive media coverage. Through partnerships and joint ventures with grassroots organizations, Shareblue will ramp up its video production to maximize impact and grow our audience.

As we expand across social platforms, our approach to visual content will be tailored to each. For example, on Instagram Shareblue will produce a slide image—a short, graph, photograph or gif—which tells a specific story that plays with our editorial focus.

**Anti-Trump
Facebook videos
viewed 20 million+ times**

INVEST IN INVESTIGATIVE JOURNALISM

The Trump administration needs to be investigated. Since 2006, The American Independent has shared a national spotlight on important stories—or offered rebuttals of accepted narratives—that the corporate news media leave in the shadows. The American Independent searches for and exposes the underreported activities of conservatives, arming the public with the truths needed to hold individuals and groups responsible for actions or policies that run counter to the progressive agenda.

With the election of Trump and its implications for a free press, The American Independent's work is more important than ever. In 2017, working with Shareblue, The American Independent will award grants to top investigative journalists to cover, expose, and damage the Trump administration and its allies.



A few examples of The American Independent's victories exposing the conservative virus of power in Washington include:

- "Campsey Town", a documentary film that tells the story of Crossett, Arkansas, pop. 5,000, a town literally poisoned by the greed of paper-processing company Georgia-Pacific, a Koch Industries subsidiary. "Campsey Town" premiered on June 7, 2016 at the Los Angeles Film Festival to a sold out crowd and was one of a few select films invited for a second screening. Huffington Post called it an "important film" that "exposes the horrific environmental impact that Georgia-Pacific, a Koch Industries-owned company, has had on the tightly-knit Arkansas community."
- A 2014 Rolling Stone profile of the rise of Larry Pratt, Executive Director of Gun Owners of America, which earned 570,000 unique visitors and three million page views and led to follow-up articles in the New York Daily News ("Gun Owners of America director would be 'kind of glad' if lawmakers feared violence from his organization") and Real Call ("Maloney Calls for Investigation into Threats From Pro-Gun Leader Larry Pratt").
- Debunking Mark Regnerus's 2012 study accusing same-sex parents of being inferior to their straight counterparts. Subsequent attempts to use Regnerus's study in the Supreme Court and in state battles failed—because The American Independent's reporting had destroyed its credibility.

THE GO-TO DESTINATION FOR POLLING AND PREDICTIVE MODELING

People don't answer polls anymore. Response rates are down to 55% or less. That damages the quality of polls and we use the results in 2016. As polling faces a response-bias crisis, models that use alternative inputs will become more important in future elections.

LED THE CHARGE IN CALLING OUT SEXISM IN THE 2016 CAMPAIGN.

In the beginning of the campaign, Shareblue was the only Democratic political site to regularly call out sexism in the presidential race. Conservatives, the corporate press, and even some progressives fiercely attacked us for it. But by the final weeks of the campaign, both mainstream and progressive journalists could be found commenting on the pivotal

Benchesmark Politics is the only predictive model to include county-level demographics, economic, and polling data to make accurate predictions about elections. This localized focus will make it possible for Benchesmark to not only predict 2018 Senate races, but also House races. As Democrats work aggressively to pick up seats in the mid-terms and defeat Trump in 2020, Sherdblue will become the most accurate and trustworthy destination for polling and predictive modeling.

Handled as the "next Nate Silver," Anthony Reed is the founder of Benchesmark Politics and Sherdblue's exclusive polling and predictive modeling expert. Notably, Benchesmark Politics was the most accurate election forecaster in the Democratic primaries - beating even Nate Silver.

Sherdblue will utilize this data and modeling expertise to ensure maximum impact of our editorial mission. With these added capacities, we will be able to test which messages and content are most effective. Trump was deftly able to change the conversation when it wasn't favorable to his terms. Therefore, we must be able to find in real time what is most damaging to him and his administration and then relentlessly pursue those angles and stories.

OUTREACH

Sherdblue's allies know that our content gets shared widely, and they know that there is no other resource like us in the progressive infrastructure. The more Democratic and progressive organizations get to know us, and see our results, the more often they come to Sherdblue with quality story ideas and exclusive content, and the more they share it with their networks.

But there's much more work to do. To become the de facto news outlet of the opposition in the Trump era, we must invest significantly in marketing ourselves to the infrastructure and movement we seek to champion.

Sherdblue will widen its outreach by developing strategic partnerships with Democratic allies, influencers, and progressive groups; we will be the go-to platform to amplify their campaigns and initiatives.

Sherdblue will expand our reach on the Hill to solidify our relationships and influence within the Democratic Party. Looking to 2018, Sherdblue's social media platforms will be increasingly critical to party messaging.

As Sherdblue becomes the leading source of news of the opposition, we'll regularly recruit Democratic officials, progressive leaders, and grassroots organizers to write op-eds for the site.

Sherdblue editors and writers will do more appearances on TV and radio. Strengthening Sherdblue's brand in the media is essential to our growth strategy.

EXPOSED WHITE NATIONALISM AS TRUMP'S POLITICAL STRATEGY.

Sherdblue was the first to call Trump's full pivot to white nationalism, which we did several days before he hired Breitbart's Steve Bannon. While some journalists noted that white nationalists seemed to be emboldened by Trump, we aggressively called out Trump's explicit strategy to foment a white nationalist awakening.

TECHNOLOGY

As a digital media company, Shareblue needs to be in the vanguard of new technology for both its operations and to how we deliver our content to our audience.

In 2017, Shareblue will explore a move to Medium, which would reduce costs, eliminate the need for server space, and shift responsibility for dealing with DDoS attacks elsewhere. Medium also provides a new and powerful channel for promoting our daily content.

It is well documented that the Trump campaign's digital team outperformed Democrats at every level. We must comprehensively understand the behavior of our audience, and use that data to hyper-target and expand it.

We'll do this in several ways:

- We'll start with our Facebook audience. Through understanding the behavior of our most valuable users (online and beyond Facebook), in greater detail, we can develop online look-alike models.
- Analyze the site. With regression models we can look at traffic sources, a social media analysis will reveal how well certain types of articles do when posted in various media sources, releasing particular articles in a controlled fashion will test time of day engagement levels, social media source, and topic.
- We will be able to learn which platforms and ad types are most effective at building membership, driving views on content, driving amplifiers to share content, etc.
- With a clearer sense of who our users are, we'll make better strategic decisions on monetizing options, the tools to do so, and build the foundation for a potentially valuable pre-marketable dataset.

**#1 Twitter
interaction rate**
among major political news sites
during 2016 election cycle

REVENUE

Impact and monetization are not mutually exclusive at Shareblue.

In the second half of 2017 we will move the focus to monetization with the goal of bringing in revenue in Q2 of 2018. Our strategies stem from our core competencies. The ability to market content effectively in social media channels.

Sponsored content. Sponsored content is fueling the explosive growth of digital media platforms. These articles would be paid for by writers to promote businesses and organizations that fit our audience. This would primarily be a lead generation business paid through a CPA model. And we'll go beyond adsicles, and partner with progressive allies like EMILY'S List to produce video content.

Sponsored verticals. Shareblue can create verticals that can be sold to businesses and organizations that align with our editorial priorities, e.g., labor, environmental organizations, anti-corruption advocates.

Shareblue Premium. Subscribers pay for exclusive content, daily newsletter or other product. Think *TMZ Premium* or *Slide Plus*.

Marketable dataset. Once we know our audience better, we will have the option of marketing this data to allies to help them grow their audience and impact as well. Shareblue will always safeguard the privacy of its readers.

Proprietary technology/premium experience. Subscribers pay a fee to participate in a Twitter-like environment for the opposition, free from conservative trolls and harassment. A powerful way of merging our connection to the grassroots with our platform.

Email leads. Monetizing traffic through sponsored actions, whereby a third party pays to place a petition on our site and then pays per email (\$1.00-\$2.00) for the contact. We get to add these email lists to our database as well. Since Change.org shifted from only serving the left, there is a gap in the progressive landscape for email list generation.

Progressive products. In an increasingly high-tech world, people seek things they can touch and feel. We could market products that align with our editorial mission and capture the emotion of the resistance. All potential products could be market tested through our Facebook community.

Event marketing. As Shareblue's reach and impact increase, so too will the opportunity to extend the power of our brand. We'll develop event programming in major markets that features Shareblue editors, writers, and contributors, and generate revenue from paid sponsorships and/or consumer sales.

EVALUATION

Shareblue will constantly monitor the following indicators to know if we're on track toward our top outcomes.

Shareblue becomes the go-to news outlet for grassroots Trump opponents. Facebook engagement with our content doubles each year. Shareblue.com traffic also doubles each year. Twitter following increases 25% per year.

Shareblue becomes the de facto news outlet for opposition leaders. Democratic offices, campaigns, and progressive organizations will routinely pitch us stories, funnel us information, and share our content, and we'll measure ally engagement. Shareblue content will be used in paid political ads in television and digital mediums.

Trump allies are forced to step down or change course due to news no push. Intel and open given to us exclusively will become higher quality, with higher potential for impact, as our credibility and footprint grows.

Under pressure from Shareblue, Democrats take more aggressive positions against Trump. Democrats will echo the aggressive, emotive messaging Shareblue models and take action accordingly.

Achieve financial sustainability while diversifying content offerings and platforms. Set and meet revenue targets each fiscal year as editorial and reach expand. Find capital investors in Shareblue's new and expanding business.

Top editorial and writing talent leaves competitors to join Shareblue. High quality, seasoned editors and writers at competing outlets increasingly follow Shareblue social media accounts, share our content, and repeat our messaging—until they realize Shareblue would make a better home.

BUDGET

Shantibus is an LLC which has a 2017 budget currently set at \$2 million, which covers 18 total staff, five being six full-time content producers.

Our intentionality is expanding editorial capacity, and, accordingly, Shantibus's budget is based towards content creation. This year, we'll bring on an executive editor, two full-time reporters, a media team editor, and increase our freelance writers budget by 20%. Alongside our editorial expansion, we'll begin to re-build our video content program with a part-time producer, and optimize our social media presence with a digital manager.

With an increase in the budget to \$3 million, Shantibus will be able to make necessary investments in 2017. An expanded technology team allows for a digital director to develop and execute social media and web growth strategies, along with a full-time developer and a designer.

We'll continue to expand our editorial capacity with two dedicated reporters (one for the progressive beat, and one for ethics/legal), and a full-time video department of two. And we'll be able to compete for top editorial talent. A product marketing manager will drive revenue through content sponsorships, email list monetization, and subscriber-model experimentation.

TEAM

Shantibus operates with a small but dedicated team, each of whom believes progressive values are worth fighting for every day. We're passionate about producing the highest quality content to inform, engage, and fix up our audience. And like our audience, we live on social media.

On the content creative side of Shantibus, the editor-in-chief works closely with her deputy editor, two senior writers, our on-house polling and data strategist, and oversees a group of five freelance writers.

A director of outreach and IT manager round out the operations team.

ABOUT WILL

Will Lippmann, Chief Operating Officer Will began his media career in 1994 at The New Yorker, where he worked in advertising sales. From 1995 to early 2003 Will was publisher of The New Republic and led its re-launch before becoming publisher and business development director of Bowdoin's student-business quarterly. At both brands, Will was responsible for business operations, including advertising sales and consumer marketing, and for the development and execution of online content and website strategies. In 2004, Will co-founded Lippmann Media McQuinn (LMQ), a full-service

entrepreneurial firm specializing in developing the content to drive revenue through subscription, marketing, and sales.

EXPLODED THE MYTH THAT THERE WAS "NO ENTHUSIASM" FOR HILLARY.

Drawing on polling data showing Clinton's supporters were more enthusiastic than her opponents, reports from the field, and inspiring photos of her passionate supporters, Shantibus relentlessly busted the pervasive myth that there was no enthusiasm for the first woman to be nominated for president by a major party.

Literary agency that now represents more than 100 authors and editors. As an agent and talent manager, he developed a rigorous approach to securing publishing deals for prize-winning journalists and thought leaders whose ideas are catalysts for change in culture, politics, and business. Will has been a board member of Media Matters for America since its founding in 2004, and has served on the boards of American Bridge 21st Century and The American Independent.

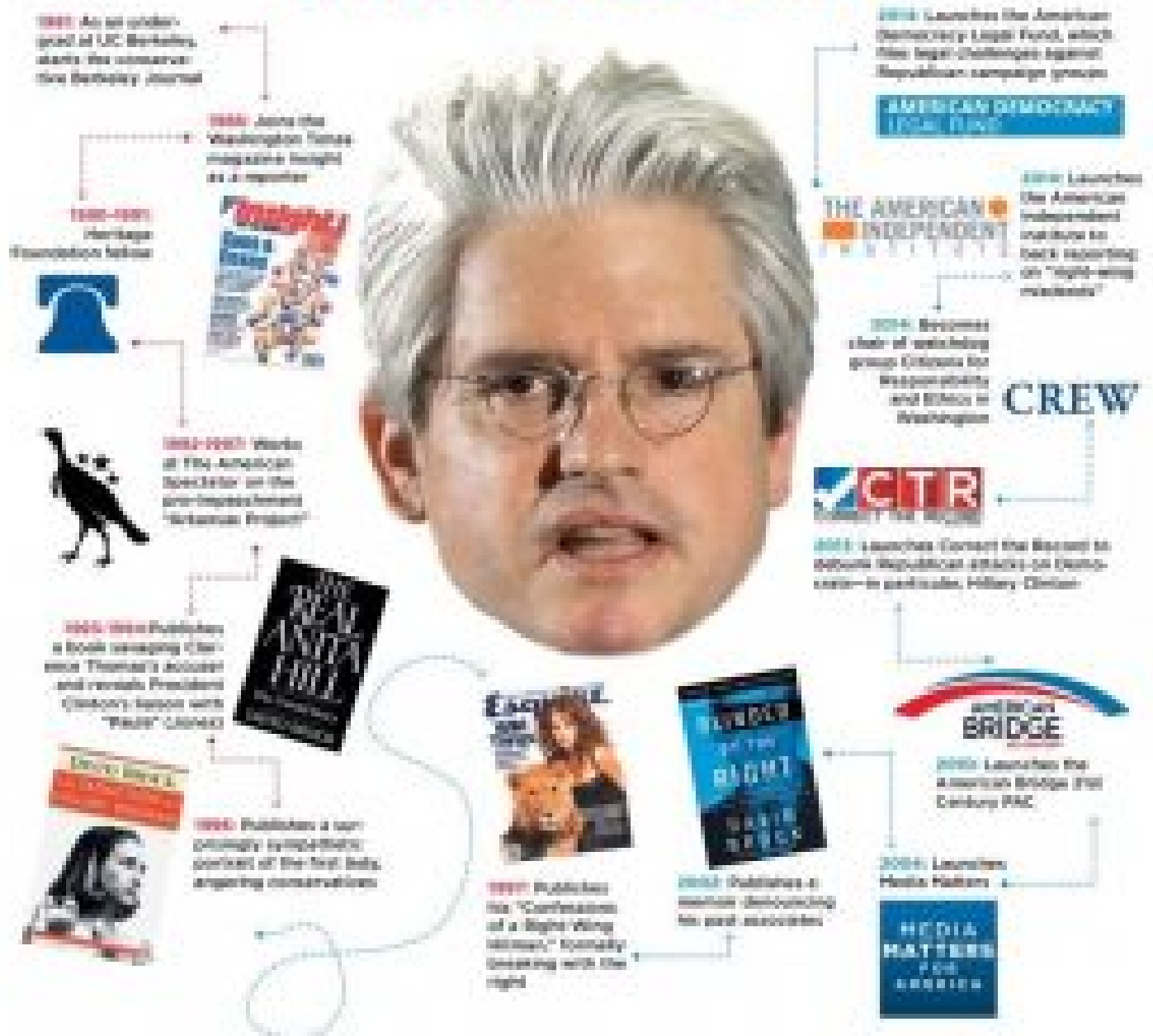
Kate Park, Senior Executive Advisor. Kate is a veteran of progressive infrastructure organizations and Democratic campaigns. She has worked with Shovelbuck since David Stock took it over in late 2017. Kate also serves as an adviser to Media Matters, which she helped launch as its first Research Director in 2004. Kate also helped launch Faith in Public Life, a DC-based strategy center that advances faith as a powerful force for progressive causes. When she's not doing politics, she helps inspire social sector leaders to build great organizations for greater impact through the Leap of Reason initiative.

Melissa McInnis, Editor-in-Chief. Melissa is a leading feminist writer who has spent more than a decade in progressive advocacy, having founded the political and cultural blog Shakesville in 2004. She has been with Shovelbuck since February of 2016. Melissa's work has appeared in a number of publications, ranging from Teen to Ms. Magazine to The Guardian. She has long valued building relationships with other writers in the social justice sphere, and loves to mentor fledgling feminist writers. Beyond building an audience to challenging the stereotypes of social media.

Anthony Reed, Polling and Data Strategist. He is cited as the "most Nate Silver" Anthony is Shovelbuck's exclusive polling and predictive modeling expert. He is the founder of Benchmark Politics, which was the most accurate election forecaster in the Democratic primaries (beating even Nate Silver). The Benchmark model uses advanced statistical techniques based on county-level data Anthony developed to successfully lower the murder rate in Baton Rouge, reduce mass incarceration in Louisiana, and improve student outcomes in public universities.

Tommy Christopher, Senior Political Writer. Tommy is a liberal commentator and journalist with an extensive reporting background. He began his journalism career covering the 2008 presidential campaign for AOL, then went on to cover the White House for six years with Politicallly, Mediabite, and The Daily Beast. Before entering journalism, Christopher was a health insurance consultant with extensive expertise in the field.

DAVID BROCK'S LONG STRANGE TRIP

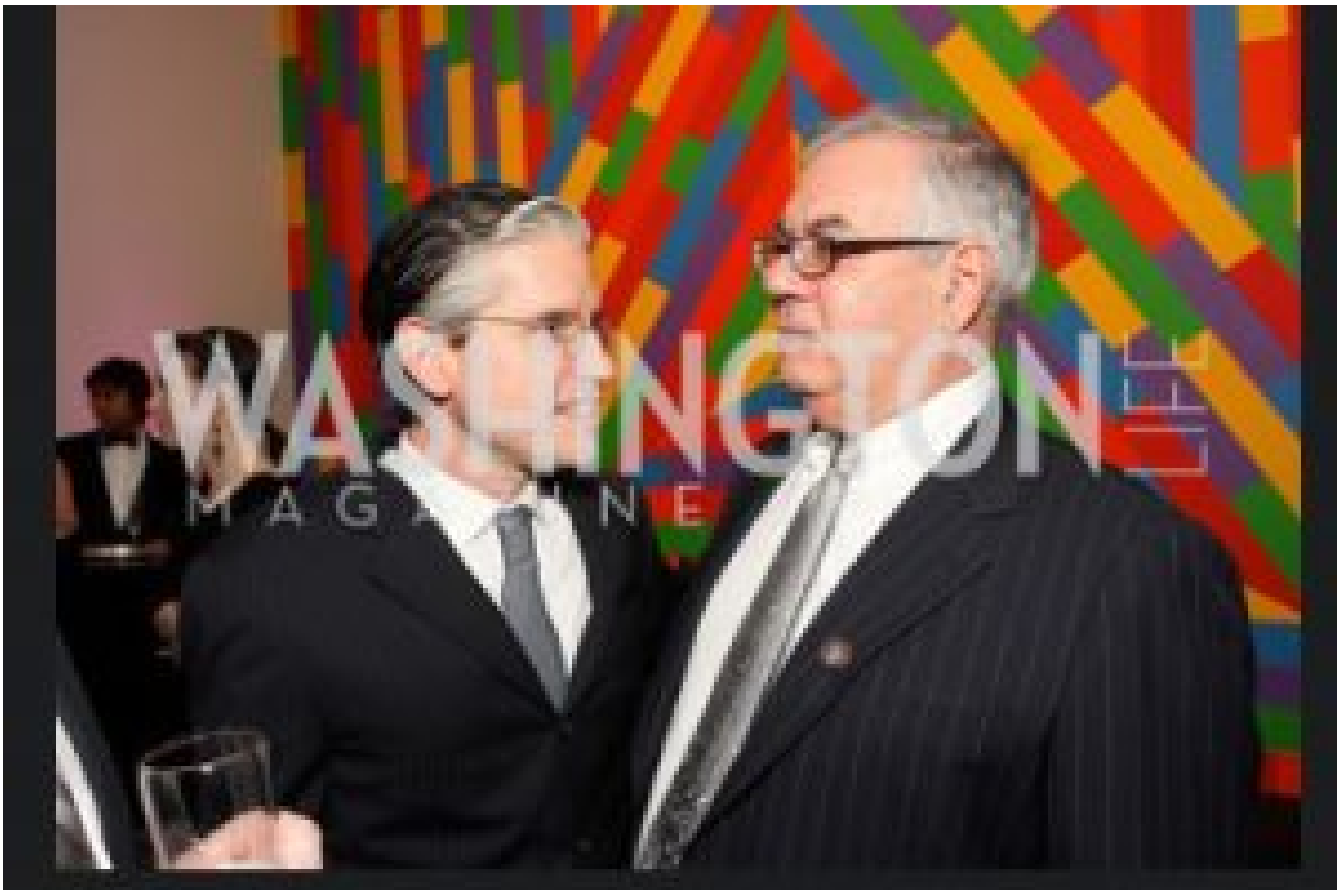


Media Matters Party









In an interview with the Washingtonian.com on February 6, 2015, Jennifer Tapper, wife of CNN's anchor Jake Tapper said that her favorite restaurants to go with their kids are "American City Dinner and **Comet Pizza**." If you wonder how Media Matters change the dynamics within the CNN or other news media by one call or message, connecting the dots is the only key.

